

PRINTERS' INK

Registered U. S. Patent Office

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10c A COPY

B. A. I. S. 1924 with
N. W. Ayer & Son



Neighbors

Two women chatting across a picket fence. Two, met in a store, exchanging housekeeping experiences and news. A commonplace, yes—but a gesture of the greatest club in the world—Neighbors.

The advertising of the American Ironing Machine Co., Chicago, is neighbor-advertising. Friendly, helpful news of what happened in one kitchen and will help in some other. How the Simplex Ironer ironed Mrs. X's best pillow-cases and left the monograms upraised like handwork. How the Simplex ironed Polly's dress, every ruffle jaunty and perky. The quick, smooth ironing of Mr. X's blue and white shirts, collar bands and cuffs like the laundry. Mrs. X's own statement of what the Simplex does for her is there, signed with her name and address . . . and for reality, pictures of her home and of herself seated before the Simplex.

This simple neighbor-advertising is pulling more inquiries than anything else this client ever used. It is pleasing dealers and selling Simplex Ironers. Which is exactly what we expected it to do.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Dec. 31, 1925



Let Our Representatives Be YOUR Representatives in 45 Great Distributing Centers

IT is the business of our 45 field men to study your market; to study the problems and activities of your jobbers, and your consuming public in the farm market. They get a better perspective of your market than even your own field men, because they are not too close to your business; they see it in its true relationship to thousands of other lines of business

The Breeder's Gazette
The Progressive Farmer
The Prairie Farmer
The Wisconsin Agriculturist
The American Agriculturist
Wallace's Farmer
Hoard's Dairymen
The Nebraska Farmer
The Pacific Rural Press
Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
The Farmer, St. Paul

that are as anxious as you are to get the consumer's dollar.

This service is at your disposal; let us give you the facts about it, and about the rich farm market reached by the Standard Farm Paper Unit.

2,000,000 Circulation—One Order, One Plate, One Bill

The **STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York

Willard R. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, 547 Howard Street

*Your Sales Problem is National—That of Your Dealer
is Local—The Standard Farm Paper Unit Meets Both.*

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXIII NEW YORK, DECEMBER 31, 1925

No. 14

The Immeasurables of Advertising

They Are the Intangible Returns Which Really Make Advertising Pay

By Henry Eckhardt

HART SCHAFFNER & MARX, some years ago, stated these articles of faith:

"Advertising is a curious thing. It has had to be taken, for the most part, on faith. You can't usually measure its effect. Men who advertise and find their business prospering keep on advertising. Men whose business has been slow sometimes try advertising and find their business suddenly growing. Then they keep on advertising."

But, Hart Schaffner & Marx, are unusual. Most advertisers are not so willing to invest in a "mystery." They want returns—in seeable, feelable quantities.

So, gradually has grown the vogue of the coupon and the offer—and it has grown and grown. Today's reports of advertising progress are tabulations of returns. Everything must be reduced to figures.

Facts, not hunches and opinions, dictate the campaign. Why shouldn't facts, and not faith, measure its results?"

This is laudable. This is progress.

Yet—

* * * * *

In my desk, for each advertising account under my care, is a folder labeled "Returns." Here are the coupon replies, the calls, the return-postcards, as reported by the advertisers.

Not as definite as that are my records on some other accounts. They are not that kind of ac-

counts. Yet, we constantly strive to get even their tales of results into some sort of table or graph.

After all these figures and facts are gathered, tabulated and analyzed, there is always some story left untold.

And so, in my file, is another folder, labeled "How advertising works." Here, I have been collecting actual examples of these "stories left untold." To run through this folder is to realize that the greater returns of advertising are those which never get into return statistics and never can get into them. The facts we so painfully compile are usually only surface indications. What really makes advertising pay is "The Immeasurables."

You advertisers of great faith, and you of little faith. It will profit you both to review again how advertising works, how it accomplishes its most valuable ends through "Immeasurables."

* * * * *

The Smoothtop Gas Range was pioneering the flat-topped style of range. To introduce it, an allowance sale was run in New Jersey localities: "\$5-\$10 Allowance for your old range on a new Smooth-top."

An investigator watched the progress of the sale in a gas company sales room. Came in a fashionably dressed woman.

"Oh, is this the new Smooth-top?"

"Yes, madam."

"How queer-looking! I'd much rather have that beautiful range

over there"—pointing to a conventional cabinet range.

She bought the cabinet range.

. . . . Another year. Another allowance sale.

In the meantime, Smoothtop had been doing general educational advertising. Its story ran: "The smart table-style range for the smart, modern kitchen."

The same woman came into the gas company salesroom.

"That gas range you sold me a year ago is altogether old-fashioned."

"Why, madam—"

"Oh, yes it is, and you knew it when you sold it to me."

"What makes you say that?"

"Why, everything is now the table-style range."

So, here is a perfect example of *Immeasurable Number One*. The reader's unconscious absorption of ideas.

That is how good advertising always works. It implants its ideas, and is itself promptly forgotten. The idea remains. It works around in the reader's mind. Then, some day, it flashes out again—now entirely his or her own idea.

If the advertisement plants the right idea, gets it remembered and used, it has done a selling job for life. It has harnessed the greatest force in advertising. Will this force say it with coupons? Never!

—An *Immeasurable!*

* * * * *

At the end of a recent world cruise, the home office sent a questionnaire to each of its agents. The questionnaire sought information on which to base the next year's work.

The agent at Minneapolis replied as follows:

Question: How many bookings were traceable to magazine advertising?

Answer: None.

Question: Who did the booking? Women or men?

Answer: Men.

Just before the ship sailed, one of the Minneapolis cruise passengers met her chum in New York. It didn't take these two long to discover that the husband of the chum wrote the advertising which

prompted the cruise. "Why, you can tell your husband," declared Miss Minneapolis, "that his advertisement in (naming a prominent magazine) sold us this cruise. Father was determined to go to Florida. When mother and I read that advertisement, it was all off. We didn't let father be, till he had booked for the advertised cruise."

And this party accounted for five out of the nine Minneapolis bookings!

Immeasurable Number Two: Under-the-surface sales.

Very few sales are accomplished by a single direct effort. Most buyers are subject to a host of influences and pressures and opinions. As often as not, the apparent buyer is not even the real buyer. The only sure way is to line up all the influence factors. Surround the prospect!

These "surrounding sales" are, if anything, more necessary than sales work on the prospect direct. Yet, they are under-the-surface sales—*Immeasurables*.

* * * * *

Several years ago, the New Edison ran an advertisement featuring a tone comparison by Carolina Lazzari, contralto.

Came in the mail, a letter from Arizona.

"When I read your advertisement about the glorious, golden voice of Lazzari, I thrilled all over. I was glad and proud that I owned a New Edison, and could enjoy this wonderful voice just as people in the Metropolitan Opera House hear it."

Immeasurable Number Three: Re-selling the ownership of a product.

The owners are the field-missionaries, the testimony-makers for a product. They create the favorable word-of-mouth advertising. Advertising can make owners "point with pride." It can muster the great brigade of owner-salesmen. Does this work get into return statistics? *Immeasurables!*

* * * * *

A suburbanite was in the thrills and throes of building his first

VILLAGE AMERICA*

Largest Automobile Market

Of the 15,460,649 passenger cars in the United States, 5,187,938 or 33.6% are owned by people living in Village America.

PASSENGER CAR DISTRIBUTION

ON FARMS		3,453,159 Cars (22.3% of total Cars)
*IN VILLAGE AMERICA		5,187,938 Cars (33.6% of total Cars)
IN TOWNS OF 10,000 — 100,000 POP.		3,340,906 (21.4% of total Cars)
IN CITIES OF OVER 100,000 POP.		3,626,646 (23.5% of total Cars)

If village people buy automobiles in such volume they offer an equally valuable market for other commodities.

The key to the small towns is the church families.

*Village America is that enormous territory lying in towns of 10,000 and less population down to the actual farm.

Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*
Paul Maynard, *Advertising Manager*

home. The advertising sections of the "House and Home" magazine supplanted Briggs and Grantland Rice. No clue to something better was too thin for him to follow.

And so, he found himself, one day, in the display room of a furnace manufacturer on Forty-fourth Street.

"Of course," smiled the salesman professionally, "I will show you our boilers. But before I do, I want you to understand this: All boilers are practically alike. The only difference comes in the way they're rated. Now, we have stuck to the conservative ratings of before-the-war. But one company in particular"—and he waved his arms in the direction of Forty-second Street and beyond, and went into fifteen minute explanation of the perfidy of this "one company in particular."

The salesman then took two minutes more and "proved," by means of an actual model, that all boilers are alike.

Who this "one company in particular" was, the Suburbanite readily guessed. He had not intended to go there. Its advertising had sounded too good to be true. But now his curiosity was thoroughly aroused. He was at the rival showrooms in five minutes. He walked into the most intelligent boiler demonstration he had ever encountered. He bought.

The Forty-fourth Street manufacturer is still sending follow-up letters.

Immeasurable Number Four: Salesmanship which makes sales for competitors.

Advertising is just the first step in the sale. It can rarely sell around or over stupid salesmanship. The sales which are lost in that no-man's land between good advertising and the cash register are legion. They, too, are Immeasurables which every advertiser should reckon.

* * * * *

The Mellon Institute of Pittsburgh conducted a research into the health properties of gelatine. They found it especially valuable as an aid to digestion. The Charles B. Knox Gelatine Company, makers

of Knox Sparkling Gelatine, were quick to fasten on the opportunity here. They developed "Gelatinized Milk." The next step was to induce physicians to prescribe "Gelatinized Milk." Full-pages were taken in medical journals. Letters and pamphlets were mailed to selective lists. All this advertising matter was more in the nature of informative articles than advertising: it presented so much valuable information.

A year of this consistently. Still no tangible results.

It was discouraging and inexplicable.

Then came the convention of the American Medical Association at Atlantic City. Knox Gelatine had a booth. In one week, 1,500 physicians registered at the booth. Most of the 1,500 began with: "Oh, I have been reading about this gelatinized milk." And then they excused themselves with: "But too busy to get around to try it."

Immeasurable Number Five: The consumers who "intend to."

In the wake of every good campaign, rolls a wave of latent demand. In the beginning, there is nothing but the wave. Then results tumble in. But the wave is still there. It rolls along, a year, two years, three years behind actual sales. How big, how close, no one ever knows. "Cumulative value of advertising" the scientific folks call it. For every sale an advertisement completes, it begins ten others. This slowly unfolding demand is one of the first reasons for beginning advertising, and for keeping it up—yet, again, wholly an Immeasurable.

* * * * *

In 1921, the three Canadian cities of Montreal, Ottawa and Quebec, awoke, more or less simultaneously, to the lure of their winter sports. Here was a new attraction and a new season for American travel.

Montreal raised a joint fund for advertising. Ottawa raised considerable talk. Quebec had its Chateau Frontenac, and Chateau Frontenac had its first season of

(Continued on page 136)



Spud Raynor cracks 122 pounds

'And it's all bone and muscle with the ninety-horse-power energy of a husky sixteen-year-old behind it. Spud's got a height—5 feet 5 inches—to match his weight and a chest expansion—32 inches when he's got his lungs full—which he acquired on the cinder track at high school.

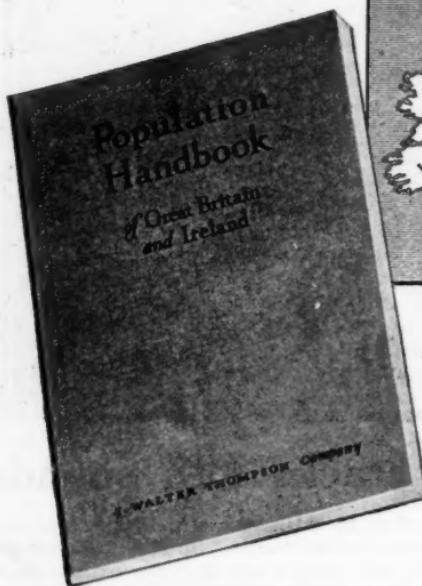
He's not far from being your equal in years, and he *is* your equal in everything else. Man-sized shoes, clothes, hats and haberdashery. Man-sized appetite. Man-sized preferences in such grave matters as tooth-paste, soap, razors and motor-cars.

In fact, whatever you manufacture for men and sell to them, you can sell to him. Reach Spud and his friends—500,000 of them—through the advertising columns of THE AMERICAN BOY. 80 per cent of its readers are Spud's age, height, weight and general spunkiness. 15 per cent are a little younger—still in the grades. 5 per cent are a little older—just entering college.

But all of them are the greatest consuming market in the world. They're growing rapidly. They're active and prone to wear out things. They're young and they follow the latest mode in everything. The readers of THE AMERICAN BOY constitute the great market of youth. Enlist their sympathies and win their friendship through the advertising columns of THE AMERICAN BOY. Copy received by January 10th will appear in March.

The American Boy
Detroit Michigan

Dec. 31, 1925

**THE BRITISH ISLES**

The very life of England depends on securing food products grown thousands of miles away. The remarkable financial recovery and the compactness of this market make it one of the most promising in Europe.

FACTS that tell you where to sell in British Markets

WITHIN three hours from the city of London is a population more than one-fourth of the entire United States.

In the entire length of Great Britain there is no railroad journey equal to the distance

**J. WALTER
ADVERTISING**

from New York to Chicago—yet a population almost half as large as our whole country is concentrated in this compact market.

The J. Walter Thompson Company has gathered together information on the British market from official sources, and condensed facts of interest to Americans selling abroad into a special 48-page market analysis—"The Population Handbook of Great Britain and Ireland".

This handbook contains

- 1921 official British census figures together with the population per square mile, and the percentage of urban and rural population for each county.
- a list of cities of 25,000 inhabitants or over and the percentage of increase in the population of each since 1911.
- tables listing the number of wholesalers and retailers in eight different industries with the number of each to be found in any given county.
- maps illustrating the geographical distribution of industries and the principal markets and their trading areas.

We shall be glad to send a complimentary copy of "The Population Handbook of Great Britain and Ireland" upon request, to Americans interested in British markets. Write to the Statistical Dept., J. Walter Thompson Company, 244 Madison Avenue, New York.

T H O M P S O N C O.

NEW YORK CHICAGO BOSTON CINCINNATI
SAN FRANCISCO LONDON

Finding New Copy Angles in Crowded Fields

It Can Be Done, as This Bank Proved, If Some Straight Thinking Is Done at the Same Time

By R. J. Dube

WHEN several thousand, or several hundred, or even several score concerns in a single field have been advertising consistently over a period of years, it would appear to be next to impossible to unearth a copy angle that has not been worn almost to shreds. Then comes a time in most any industry which has been liberally advertised for many moons when those who prepare the advertising copy become inclined to sit back and complain that there is nothing new to say. Then, some genius conceives a new idea of genuine brilliancy and the advertising of the entire industry is given a new lease on life.

I won't say that bank advertising has been drifting into this category. However, the fact remains that probably several thousand banks are advertising; that some hundreds of them have been at it for a number of years and it certainly would seem as though original copy possibilities had been about exhausted. If anyone has been thinking along this line—and I have no doubt that many men writing bank copy would secretly confess to such thoughts—it should be inspiring for them to examine the current campaign of the Wells Fargo Bank and Union Trust Company, of San Francisco. This bank has opened up, at a single stroke, an entirely new type of bank copy. Not only that, but it has developed a thought which is so obviously sound that, like everything else once it was discovered, the marvel is that it was never thought of before.

Here is the essence of the idea: It is a fact that most people prefer buying to saving. Of course, misers are the exception to the rule, but then they are in the minority. With almost all of us,

the easiest thing we do is to buy something; the hardest thing is to resist the temptation to buy and to save the money instead.

Now a bank wants to encourage sensible saving. But when it builds its copy around the appeal to save,

A NOVEL TWIST TO AN OLD APPEAL

it is appealing to something which almost all of us find very difficult to do and which most of us are not particularly fond of doing. One of advertising's first principles is to use a copy appeal that is directly in line with the wants, wishes and habits of the people to whom the advertising is addressed. Apparently, the Wells Fargo Bank and Union Trust Company reasoned that since saving was not the principal want, wish or habit of the multitude, it would not do

What Our Home Folks Think

Iowa advertisers have used 122,052 lines of rotogravure space in The Des Moines Sunday Register in 1925—

An Increase of 53% Over 1924

(Flat rate 60c a line—local and national)

*150,000 Net Paid
Circulation
—99% in Iowa*

Only rotogravure in Iowa—never less than eight, often twelve and occasionally sixteen pages.

Features local Iowa pictures.

The Des Moines Sunday Register

Dec. 31, 1925

as a copy appeal. But buying most certainly was a common want, wish and habit. Why not, then, appeal to the buying instinct?

BANK SELLS POWER TO BUY

This is exactly what the Wells Fargo Bank is doing. Its current copy centres around what is known as the "Buy \$1,000 Plan." This campaign advertises \$1,000 for sale at the remarkably easy rate of \$4.43, a week for 208 weeks. There is no reference, except in an incident and subtle way, to saving. It is a continual repetition of buy, buy, buy.

For example, one piece of copy illustrated with a family scene, is captioned: "They are getting ahead through the Buy \$1,000 Plan." The text reads:

Those people who are buying \$1,000—and there are hundreds of them—are getting ahead! Every week they find themselves in a stronger financial position. Every week they are a little better able to cope with the financial problems of life.

Why? Because they know they are on the way to \$1,000 cash in the bank. Because each week finds them with more ready money. Because they are acquiring the habit of constructive saving, which is an important milestone on the road to independence.

Will you join them? Begin to buy \$1,000 today.

The copy, which is appearing in newspapers, varies in size from three columns by twelve inches to four columns twelve inches. The same general layout is adhered to throughout.

Of course, it is understood that a depositor cannot lose a cent under this plan. If a customer is forced to discontinue the plan, all his deposits, plus regular savings interest, is returned.

Car-card space is also being used. In the car cards, the bank also advertises its "Buy \$500 Plan."

A considerable amount of new business was brought to the bank through this campaign. In fact, results are so encouraging that the series is being continued and although it has already run some months it bids fair to pull well for at least another three or four months.

H. R. Swartz, President, R. Hoe & Company

H. R. Swartz, president of the Intertype Corporation, New York, has been elected president of R. Hoe & Company, printing press manufacturers, also of New York.

He succeeds Richard Kelley, who has retired after forty years of activity with the company.

It is understood that the responsibilities of the new connection will not affect the present duties of Mr. Swartz in the office of president of the Intertype Corporation.

Sapolin Appoints Charles W. Hoyt Agency

Sapolin, Inc., Brooklyn, N. Y., manufacturer of household enamels, stains, gilding, etc., has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct its advertising. An increasing number of newspapers in the larger cities will be used for this account.

Leipzig Fair Account for Smith, Sturgis and Moore

The advertising of the Leipzig Fair, which will take place February 28 to March 6, 1926, is being directed by Smith, Sturgis & Moore, Inc., New York advertising agency. Newspaper advertising will appear in the larger cities of the United States.

Will Direct Corona and L. C. Smith Typewriter Sales

Sales of Corona and L. C. Smith typewriters, under the management of the new concern which will consolidate these interests, will be directed by Francis E. Van Buskirk, who becomes vice-president in charge of sales and a director of the new company.

Magnavox Account for Honig- Cooper

The Magnavox Company, Oakland, Calif., manufacturer of Magnavox radio speakers and sets, has appointed the Honig-Cooper Company, San Francisco advertising agency, to handle its advertising account.

Moore Pen Account to Calla- way Associates

The Moore Pen Company, Boston manufacturer of the Moore fountain pen, has appointed the Callaway Associates, Inc., Boston advertising agency, to direct its advertising.

Appoint Pedlar & Ryan Agency

The Welte-Mignon Studios, Inc., New York, has appointed Pedlar & Ryan, Inc., advertising agency of that city, to direct its advertising.

More Than One Half Million Wisconsin Readers Every Day

Where Advertising Pays It Grows and Stays

THE national advertising lineage of The Milwaukee Journal for 1925 is well over 4,000,000 lines, as compared with 3,330,000 lines in 1924—the previous high record period.

The Milwaukee Journal
FIRST—by Merit

Covers more Than 80 Per Cent of Milwaukee Homes

A "One Newspaper"

(with a million in circulation)

TO the more than 1,000,000 people who read the Herald and Examiner every week day, Chicago has but one morning newspaper.

Chicago Herald and Examiner

NEW YORK: 1834 Broadway

BOSTON, MASS.: 100 Congress Street

"Newspaper" Town on Inhabitants)

To the last one, these people have money and spend it—spend as much money for what you have to sell as any other million people, anywhere.

Old and Examiner

BOSTON, MASS.—Fifteen Square

SAN FRANCISCO: Monadnock Bldg.

Metropolitan Chicago Buys 230 Automobiles Per Day

Between January 1st and November 30th, 1925, 77,032 new automobiles were sold in Chicago and its suburban area*—or at the rate of more than 230 cars per day.

Of automobiles costing more than \$800.00, the sales for Chicago and its suburban area were more than 55% of the total number of cars of this price sold in the entire state of Illinois—and it is of significance to automobile advertisers that this is the area in which is concentrated 94% of the circulation of *The Chicago Daily News*.

That *The Daily News* is the most effective medium among daily newspapers for selling automobiles in Chicago is proved by the fact that it leads all other Chicago daily newspapers in the volume of automotive advertising published. In the first 11 months of 1925 *The Daily News* published 676,921 agate lines of automotive display advertising as against 469,412 lines published by the daily newspaper having the next high lineage record in this classification.

These are interesting and valuable facts for the automobile showman and advertiser to consider. His space at the Chicago show will be multiplied many times in value if backed up by downright "selling talk" in Chicago's greatest continuous automobile market—

THE CHICAGO DAILY NEWS
FIRST IN CHICAGO

*Cook, Will, Lake, Kane and DuPage Counties.

Placing Dealer Helps at the Salesmen's Beck and Call

A System That Takes Advertising Material Out of Bins and Makes It a Real Sales Tool

By Richard Warren

TEN thousand dollars a year is not very much for a manufacturer to spend on dealer helps. Yet two appropriations of ten thousand dollars each for dealer helps can vary in their effectiveness all the way from 25 to 50 per cent.

It is just as important for the manufacturer with a small appropriation for dealer helps to get results from every dollar expended as it is for the larger manufacturer. Consequently, anything which will help to increase the effectiveness of this sort of expenditure ought to be of interest to all executives. The suggestions here outlined are based on practice, not on theory, and the methods described are so simple and so easy of operation that they can be adapted to any kind of business.

As a rule, all advertising is intended to assist the salesman to more easily secure a greater volume of business, whether that is brought about by aiming the advertising at the dealer himself, at the consumer, or at both. Therefore, why stop at the production of the advertising—why not organize the use of that advertising by the salesman so that he makes it a real force in his daily work?

No salesman, with all the demands that are made on his time and with all the material he must carry with him on his calls, can be expected to carry around samples of every piece of advertising literature or store display material. Nor can he be expected to spend his time showing these to the dealer. But there is nothing to prevent him from carrying one or more photographs of this material. These will show what the items look like, and will group them according to their use, whether for dealer display, for

consumers, for jobbers, or whatever the case may be.

But before the salesman can carry one or more photographs with him, somebody at the home office has a lot of work to do. My guess is that there are very few companies that have their dealer helps so organized that at a short notice they could put before their own men, or anyone else, the entire range of material that is available. And yet this is quite within reason. Moreover, it is a desirable accomplishment.

The first step is to get an actual sample of every single piece of advertising material intended for distribution either to salesmen, dealers, consumers, jobbers or other factors in the sale of the goods. This is not as easy as it sounds, especially in a large organization. There usually is no central file showing every single item produced and still current, and the task is further complicated by the fact that many items bear no distinguishing number. This makes it necessary to file the items bearing no form number by the kind of use to which they are put, whether posters, store cards, window trims, etc.

In collecting the material care must be taken to see that every piece of literature, every display card, or other item, is up to date, and does not cover an obsolete product, or a product on which there have been changes since the printing of the particular piece of advertising in question. Here again it is surprising to find what inefficient methods are in use in keeping the actual stocks of dealer and other advertising pieces weeded out so that anything which is obsolete will be destroyed as soon as it becomes out of date.

After the advertising material has been brought together, the

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most successful way of handling the filing of these sample pieces is to use two files: First a regular correspondence-size file in which the actual piece of advertising is filed in a folder, the form number or description of the item so filed being placed on the tab. These folders are then arranged numerically, or in the case of those without any numbers, according to the character of the piece, such as "Display Card."

THE CARD INDEX FILE

The second file is a 3 x 5 card index, which is arranged in sections, such as "Consumer," "Dealer," "Jobber." Under each section appear cards pertaining to that section, arranged under sub-heads such as "Product Description," or "Operation," or "Mailing Leaflets," these subdivisions depending upon the products and the kind and variety of advertising material available. There will be occasional duplication in this card index, due to the fact that the same catalogue or booklet may be equally effective with dealers, consumers and jobbers, in which case there would be a card in each section of the file. The actual sample of the piece in question would appear only once in the larger file, where it would be found by form number, if it had a form number; or by description, if it had no form number.

The establishment of these two files is the first and most necessary step in making the advertising material as near 100 per cent effective as possible. The more important file is the small card index. In this file there is a classification of everything that is available, arranged so that every store card will be found listed in one section, every booklet or catalogue on a product under a section headed "Product," and so on.

An advertising index of this sort adopted recently by one of the largest manufacturers in the heating-appliance industry had the following subdivisions:

For the Dealer
Broadsides
Contract and Specification Forms
Counter Booklets

Directions
Assembly and Installation
Operation
Envelope Stuffers
Letters, Illustrated
Mailing Cards
Price Lists
Posters and Hangers
Product Catalogues and Booklets
Product Samples
Reprints, National Advertising
Selling Manuals for the Dealer
Store Cards
Store Signs
Window Displays

For the Consumer
Broadsides
Directions, Operation
Envelope Stuffers
Letters, Illustrated
Mailing Cards
Product Catalogues and Booklets
Product Samples

Under each heading there were five subdivisions, to permit of classifying under each heading the material available for each one of the five major classes of product. The heading "Product Catalogues & Booklets," had, under this arrangement, subdivisions for

Product A,
Product B,
Product C,
Product D,
Product E,

so that one could immediately locate everything available in the way of catalogues or booklets on any one of the five groups of products. The 3 x 5 card gives the form number of the catalogue, and by reference to the file of the actual catalogues and other advertising material it is possible to see exactly what the piece in question is.

So much for the machinery at sales headquarters.

How to make this material available for the men in the field is a question that is really the most important part of the whole matter. This has recently been solved in a most sane and interesting way by the same corporation, which has over 200 different items for dealer and consumer work. The solution was simply that of having photographs of related groups of advertising material taken, and then sending halftones of these photographs to the salesmen, together with a list of the items covered.

Here was a case where over one hundred salesmen were calling on the trade regularly, doing the best they could to get the interest and co-operation of the dealers in the use of store display material, window trims, consumer literature, etc. Yet the advertising department, in one week, sent to the buyers of old paper over 100,000 copies of catalogues, booklets, and other advertising material that had failed to get circulation before becoming obsolete.

Why?

The salesmen had been doing the best they knew how. But they found it impossible to keep everything in their minds at once, or to carry samples of every item that was available for dealers for advertising purposes. The result was that some catalogues and booklets, some window trims, and some classes of display material got a great deal of attention from the salesmen. At the same time, others, possibly equally as effective, were allowed to go uncalled for, until finally they became obsolete, and had to be junked.

After the advertising material of this company was gathered together and properly indexed and filed, it was decided to give the sales force the benefit of the material. Accordingly, the art department took all the material in each group, such as all those in the "Poster & Hanger" group and pasted them up on a large piece of board so that a sufficient amount of the surface of each item showed to enable the observer to see something of its general nature.

Then each group was photographed. A number was placed on each item, this number appearing in the photograph. All of the plates on which appeared dealer material were headed "For the Dealer," with subordinate headings under this main heading to indicate the nature of the material appearing on that page.

One heading, for example, was this: "Building Business with Display Cards." On this plate appeared a dozen different cards which could be furnished to the dealer for use in store and window displays. This was a service

to the dealer the value of which was not really fully appreciated by either the company's own salesmen or by the dealers, until they saw these photographs, which put the whole story up in a small space, and graphically showed what a fine group of display cards the company had for distribution to its dealers.

To accompany each photograph there was a list which gave for each numbered item on the plate the following information:

- (1) The key number,
- (2) Form number,
- (3) Title of the item, or, where this title was not sufficiently descriptive, a description that would tell dealer and salesman just what the item was or what it contained,
- (4) Page size,
- (5) Number of pages,
- (6) Whether it could be imprinted with the dealer's name.

This visualization of the advertising material, and the accompanying index and description, made it possible for the salesman to get over the big story of the co-operation of his company with the dealer, and at the same time made it possible for the salesman and dealer to know exactly what each item was—as to description, what its size was (whether it would fit in a No. 6 envelope, for example), whether it could be imprinted with the dealer's name, etc.

Every one of the salesmen was able to have with him all the time a complete showing of the advertising effort of his company. The dealer, at every visit, was given the opportunity of looking over the photographs and the indexes, and each time he did so, whether he looked at all the plates, or only at one, he got an impression of the dealer effort of that particular company that could not help but be favorable to the company.

Where a manufacturer selects several hundred or several thousand dealers to handle one product or one group of products as exclusive distributors, or as preferred dealers, this photographic method of showing in the compass of an 8½ x 11 sheet the whole story concerning store and window displays, catalogues, booklets, and other material offered by the

manufacturer to these selected dealers, has proved extremely effective.

The plan has four advantages:

First, it enables the dealer to see everything that the manufacturer offers as an aid to his selling effort, and thereby simplifies the ordering of material in which he is especially interested;

Second, it makes a very favorable impression on the dealer's mind;

Third, it makes the advertising material much more effective as to distribution than it could possibly be any other way; and

Fourth, the salesman has a most effective method of selling the dealer the company advertising, and getting him to make use of this material in building business for the company's products.

It is not sufficient to have advertising material in the store-rooms ready for distribution on call. It is not sufficient to send the salesmen copies of the material as it is issued. It is not even sufficient to send dealers and salesmen a list of what is available.

If you want the greatest effectiveness for your carefully prepared literature and display material and dealer helps—if you want to give the largest possible amount of this material a chance to sell—then you must visualize to salesmen and dealers alike just what you have to offer. They will grasp the significance of a picture of a group of this advertising material as they will nothing else.

You will be giving your money a chance to produce closer to 100 per cent—and your more or less expensive literature and dealer material will get into the proper hands, rather than going to the waste-paper buyers.

H. T. Lees to Join Philadelphia Agency

Henry T. Lees will join Barrett-Kneibler, Philadelphia advertising agency, as an account executive on January 1. He was formerly with the Powers-House Company, Cleveland, and the Chilton Class Journal Company.

Frankfort, Ind., "News" Sold

The Frankfort, Ind., *News* has been sold to G. Y. Fowlers' Sons, publishers of the *Times*, of that city. Publication of the *News* has been discontinued.

William T. Dewart Heads Munsey Newspapers

William T. Dewart, for many years general manager, vice-president and treasurer of the Munsey publications, has become president of the Sun Printing and Publishing Company, which publishes the *New York Sun*, and the New York Herald Company, which publishes the *New York Telegram*. This election fills the vacancies caused by the death of Frank A. Munsey, publisher of these newspapers.

In electing Mr. Dewart to head the administration of these newspapers, it is reported that the directors carried out the expressed wishes of Mr. Munsey.

Schulte Buys Djer-Kiss Which Will Be Merged with Vivaudou

David A. Schulte, president of A. Schulte, chain cigar stores, and Park & Tilford, has purchased the Alfred H. Smith Company, New York, manufacturer of Djer-Kiss toilet specialties and Kleenwell toothbrushes. In addition, Mr. Schulte also owns control of Vivaudou, Inc., which he plans to merge with the Smith company, the consolidated concern marketing the Djer-Kiss and Vivaudou lines of products.

Tide Water Sales Manager Made Vice-President

F. Bailey Vanderhoef, general sales manager of the Tide Water Oil Company, New York, in addition, has been elected vice-president.

Robert D. Benson, one of the founders of the company, has resigned as chairman of the board of directors. He will continue as a member of the board. Francis I. Fallon, general counsel, has been made secretary, succeeding George L. Webb, resigned.

Made Advertising Manager of "The American Mercury"

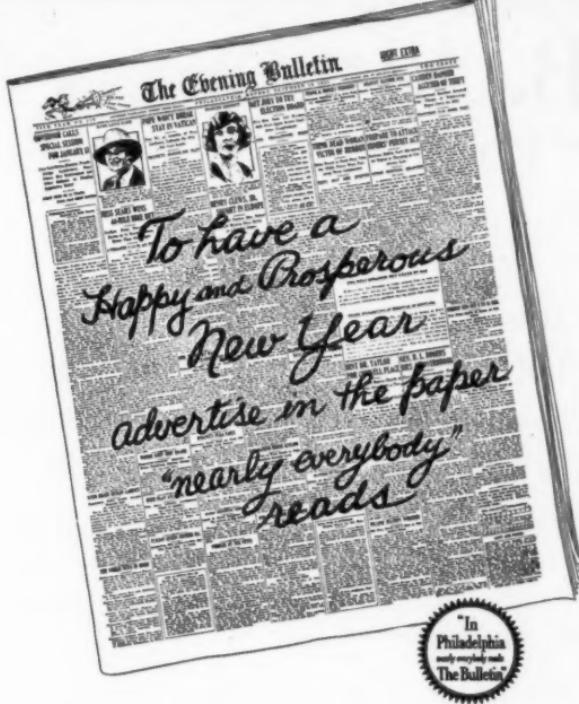
Earle Bachman has joined *The American Mercury*, New York, as general advertising manager. He was recently with the Atlantic Monthly Company, Boston. Prior to that he had been director of new business for the Quality Group, New York, for six years.

Appoint Thomas F. Clark

The Thomas F. Clark Company, Inc., publishers' representative, has been appointed Eastern advertising representative of the following California papers: *Hawthorne Leader*; *Riverside Enterprise*; *Oxnard Tribune*; and the *Ventura Star*.

A. C. Barrell with "People's Popular Monthly"

A. C. Barrell has been appointed Eastern manager of the *People's Popular Monthly*, Des Moines, Iowa. He succeeds Clifford Pangburn, who resigned to join the J. Walter Thompson Company.



Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin
PHILADELPHIA'S NEWSPAPER

**520,072 copies
a day**

Net paid average circulation for six months
ending September 30, 1925

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

B. Altman & Co.

Fifth Avenue—Madison Avenue—Thirty-Fourth Street—Thirty-Fifth Street
New York

Has established a reputation for dependability in a wide range of quality merchandise which attracts and holds customers in every substantial walk of life.

The ALTMAN trade-mark on merchandise has the same significance as Sterling on silverware and 14K on gold. It identifies quality, insures service and guarantees value.

Their Fifth Avenue location at 34th Street, occupying an entire block, the elegant simplicity of store appointments, the method of displaying merchandise and the general atmosphere which pervades this establishment invites a high type of patronage.

It has been the policy of B. ALTMAN & CO. to reach out and appeal to the greatest possible number of customers—to cover the great Metropolitan shopping area intensively. In line with this policy B. ALTMAN & CO. have used the largest evening circulation in America—the New York Evening Journal—year in and year out, for more than twenty years.

NEW YORK EVE

America's largest evening newspaper circulation—and at 3c a copy

A Consistent Advertiser in the New York Evening Journal for over 20 years

As the business of B. ALTMAN & CO. has expanded into larger buildings and still greater floor space through additions to their present location they have continued to increase their sales-building investment in the evening newspaper which is purchased by nearly half of all the people who buy any New York evening newspaper.

B. ALTMAN & CO.'s New York Evening Journal advertising record has been one of progressive cultivation. It has been a splendid example of continuity—one of the big factors in building good will and getting the most out of their advertising investment. It also indicates growth, enterprise and highly profitable results. It gives an idea of the purchasing power and responsiveness of the largest audience of evening newspaper readers in America—More Than Two Million People Who Read the New York Evening Journal every day.

For 26 consecutive years the New York Evening Journal has maintained supremacy in circulation among all evening newspapers in the United States. For 11 consecutive years it has led all New York evening newspapers in volume of paid advertising printed. For the first eleven months of 1925 it exceeds the next nearest evening paper by:

711,332 lines MORE of Department Store Advertising

679,174 lines MORE of Women's Wear Advertising

283,120 lines MORE of Men's Wear Advertising

EVENING JOURNAL

Double the circulation of any other New York evening paper.

Dec. 31, 1925

C real "two-fisted" O·OPERATION Puts Canned Foods & Fortnight over BIG

Canned Foods Fortnight, which closed November 21, increased sales 15 to 28 per cent. Oklahoma City food brokers and jobbers placed their Canned Food advertising exclusively in the Oklahoman and Times. Read what they say of the results:

Merchandising staff did splendid work

"You certainly earned the thanks of the food jobbers, brokers and dealers by your whole-hearted support. Your merchandising staff also did some splendid work."

BELL WAYLAND CO., Wholesale Grocers.

Retail dealers showed better spirit

"It is reasonably safe to say that our increase will run close to 15 per cent. The retail dealers showed a better spirit of cooperation this year than last."

COLLINS-DEITZ-MORRIS CO., Wholesale Grocers.

28 per cent increase in sales

"Our sales of canned goods during this period showed an approximate increase of about 28 per cent over the same length of time last year."

KANALY STORES INCORPORATED
(12 Retail Stores).

Greater number took advantage

"A much greater number of families took advantage of the lower prices which they were offered."

SIPES SELF SERVING STORES
(7 Retail Stores).

Oklahoma Pub. Co. deserves much credit

"In our opinion Canned Foods Fortnight was by far a greater success this season than ever before. The Oklahoma Publishing Company deserves much credit for their work in putting over the event so successfully."

HARDWOOD-BOGARDUS BROKERAGE CO.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

OKLAHOMA CITY

Represented by E. KATZ SPECIAL ADV. AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

What Not to Consider in Sizing Up New Salesmen

As Well as Some Unusual Bits of Information to Which Thought Should
Be Given

By A. H. Deute

General Sales Manager, The Borden Co.

THE other day, a man who employs a few salesmen said to me: "There is one thing I don't pay much attention to any more, when it comes to hiring new salesmen, and that is the bundle of letters they carry around. Neither do I pay much attention to the usual run of recommendations from former employers."

Not long ago, a man applied to me for a job. He told me he had been working for a concern of undoubted standing in our field. I wrote to that firm and received a reply, on the strength of which I took him on. Within a few weeks, he turned out to be a habitual drunkard and I had to let him go.

Just for the sake of seeing what the house that had recommended him would say, I dropped in on them a few days later, with the letter they had sent me. I found that my letter had been answered by one of the men in the sales department who was quite friendly with the chap we had hired. He had felt there would be no harm in overlooking the fact that the salesman he had written me about did not toe the mark. "Give the man another chance somewhere else," was his thought. "He's got to eat. He's had his lesson here. He might reform."

"It's pretty tough on some of these fellows when they lose out for some little slip or other," another sales manager remarked the other day. "Nine good men out of ten have fallen down on some job during their business career. Later on, they make good. Many a salesman gets off to a bad start or gets in with the wrong crowd and is dismissed as a result or through circumstances which prevented him from doing his best. One of our

best men, at this time, lost three jobs in a row because he couldn't control his temper. He's all right now.

"I know a sales manager who hires and fires a tremendous number of men. If his condemnation of a salesman were to be final, many a good salesman would have to go into another line of work. Yet, most of the men he fires make good elsewhere. More often than not, this sales manager is more to blame than the man he lets out. He is not the type of manager who can select and train men."

What a house thinks of a man it has dropped is not usually an opinion which ought to be taken too literally. Of course, if a man has proved dishonest, or has demonstrated other poor qualities, there is not much chance of his changing his ways over-night. But outside of these capital offenses the former sales manager's opinion may be correct in his own case, but not in the case of another employer.

AN ACTUAL CASE

I am acquainted with a salesman, for example, who, for months, tried hard to make good with a certain house. He was finally dropped because his selling cost was too high. He caught on with another house and made good almost from the start. Here was what he was up against: In the case of the first employer, he was trying to work over a large territory, where he called on his dealers twice a year. He had little opportunity to make himself well known or to get to know those dealers. It was a case of going in, putting his story over in a powerful manner and getting the

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order on a single call. He failed miserably.

Then, he went to work for a candy factory which gave him a territory he could cover every month. He began in an unimpressive manner, but he made each trip better than the one before. Within a year, he was among the first five men. He was not a "once over" man. On the contrary, he was one of those who improve as they continue in a territory. He likes to work with the same group of dealers. He overcomes a certain diffidence as he comes to know them. He is very helpful to them in a variety of ways. And he is very reliable in the way he sells them and what he sells them. He is doing splendidly right now. And yet, he could go into some other line of selling, where he would have to come out with the order on the first call, and he would, no doubt, fail again.

On the other hand, the sales manager of a large sales force has two or three men who have proved failures in regular territories but who are shining successes when they are pulled around the country—spending a few months in one spot and then taken away to another territory. They are typical "once over" men. They enjoy going into a territory and building up volume. But they soon tire of seeing the same dealers over and over again. And the dealers get very tired of seeing these men very often.

There is one source of information about prospective salesmen which few sales managers take into consideration, and that is the neighborhood in which the prospective salesman lives.

I know a sales manager who glances over a salesman's record when he applies for a job and gets what information he can in this way. Then he asks:

How long have you lived in your present neighborhood?

Who is your landlord and what is his address, if you don't own your home?

If you do own your home, is it free and clear or are you buying it on terms?

Are you at this time buying an automobile or furniture on terms?

Who is your family grocer?
How long have you traded with him?
Have you a bank account? Checking
or savings?
Where have you lived during the past
five years?

After this he starts to get his really important information. Has the applicant a good record when it comes to paying rent? If he is buying anything on monthly payments, is he keeping up these payments? What does the family grocer think of him and his family? Do they buy sensibly and do they pay their bills? How long has he been a customer of that grocer? What does the bank think of him, if it knows him at all? Has he been carrying a balance commensurate with his income? Is he saving money?

The sales manager referred to explains his policy in this way: "If a man seems to be in sound health; if he looks as though he has a reasonable amount of energy; if he can put up a good front when he calls for a job and can make a worth-while fight for the job, I figure he can make good selling our line if we train him properly and route him properly—providing he is a good moral risk. The moral risk is a mighty important factor. If he has been living in the same neighborhood for a few years—paying for his home regularly or paying his rent promptly, he has something in his favor. If he has a sensible family who do not run him into debt constantly, that counts for him. If he has a good record with his grocer—buying sensibly and paying his bills promptly—that counts for a great deal. Inasmuch as being able to stick to an undertaking has much to do with his prospective ability to hold down his job with us, I am interested in knowing if he can stick to his responsibility from month to month and take care of his family and pay his bills.

"But let me find that the family moves rather than pay rent and that the grocer shakes his head about him and I shy away. I have found grocers who are not entirely reliable in such cases because they may be hoping the man



THE distribution of The Indianapolis News into the surrounding territory (the Indianapolis Radius) is unique in America for an evening newspaper. By motor truck, The News is delivered to farmers and town subscribers as far as sixty miles away *at the same hour it is delivered by carrier to city readers a few blocks from the plant.* Penetration! Immediate response.

* * * *
By invitation, exclusive Indiana representative,
The 100,000 Group of American Cities, Inc.
* * * *

FRANK T. CARROLL
Advertising Director

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.



Dec. 31, 1925

gets a job so he can pay his past due accounts. But a little smoking out generally gets the right information. The landlord's testimony means more to me than the 'To Whom It May Concern' letter of an old schoolmate or former school teacher. The pastor of the church is honest and sincere but not always any too reliable. In his case, the wish is too often the father of the thought. But what the banker has to say means something."

A philosophy in regard to finding salesmen which I often find mighty helpful was passed on to me by the late Alexander Kerr, an unusually broad-minded man especially in his relations with salesmen. "The knack of selling goods is not a special gift from heaven," he used to say. "It is not a sixth sense. On the contrary, it is rather the life of all the five. If a man is healthy and willing to work and can use the faculties a normal man is born with, and if on top of that he has a reasonable education, he should make good as a salesman providing he is honest at heart and recognizes his duty and his obligations and lives up to them. The successful salesman is primarily the man who can serve well. His is a life of service. He must be willing to think first of his house and his customer.

"He must be sincerely able to put himself in the background. He will profit only in proportion to his ability to serve. If he can realize that and, realizing it, put that thought into action and stay with it, his chances of making good are much greater than 50 per cent. Consequently in considering a man for a selling job, I don't care so much about what his past record has been as a salesman. But I do care a lot what his past record has been as a man. How he measures up when it comes to taking care of his dependents and his obligations counts for much. If he is steady and persistent and if, with that foundation, he has the ability to get his thoughts across in convincing manner, he should make good as a salesman.

"Here is what I look for, in considering a new man. First, his sense of moral obligation. Next, his physical qualifications. Then, the way he goes about selling me the idea that he will be a good salesman for us to invest in. If he satisfies me on those points, I feel that from there on, it is as much my fault as his if he does not make good with us."

Advertises to Fill Valleys in the Building Industry

The Brick Homes Bureau, of Cleveland, is using newspaper advertising to break down the superstition that building cannot be carried on satisfactorily during the winter. "Never Mind the Weather," heads one advertisement. The copy declares that "Grandfather Builder sat around all winter nursing his chilblains" because he did not try, while "Grandson Builder," by careful planning, "heats sand, water, brick and tile. He rigs a few yards of canvas to protect his men and their work from the biting wind, and lays brick in security."

The counsel of the bureau is offered to those contemplating building. The copy closes with, "Start now and be living in a brick home of your own by spring."

Slogan for Fire Equipment Industry

"Fortify for Fire Fighting" is the winning slogan of a contest conducted by the Fire Equipment Manufacturers Institute, Cleveland, for the fire fighting equipment industry. The slogan will be used in the advertising of institute members.

Concrete Pipe Account for Russel M. Seeds

The Independent Concrete Pipe Company, Indianapolis, has placed its advertising account with the Russel M. Seeds Advertising Company, of that city. Engineering, contracting and municipal publications will be used.

F. D. Conner to Join Chicago Bank Counsel Service

F. Dwight Conner, manager of the business extension department of the Illinois Merchants Trust Company, Chicago, for more than six years, on January 2 will become president of Bills-Conner Incorporated, bank counsel service, also of Chicago. He also had been with the Guardian Trust Company, Cleveland, for thirteen years.

New Daily for Gadsden, Ala.

A daily newspaper, the *Star*, has been established at Gadsden, Ala., by Wiley S. Smith and W. I. Martin.

"SINGULARLY TRUSTFUL!"

You wouldn't pick out that phrase to describe the average space-buyer, would you?

Yet what could be more "singularly trustful" than the way some of these presumably hard-headed gentlemen buy quality circulation without quantity guarantee?

"Trustful" is a kindly word. We could think of an even more suitable four-letter adjective to describe such a proceeding.

What is the ABC for, if not to prevent just such absurdities?

VOGUE

Member Audit Bureau of Circulations

Tire Mileage is the General Business



The use of motor cars and trucks both for pleasure and for business is so nearly universal in Cincinnati that tire mileage is practically the measure of general prosperity.

The tire dealers of Cincinnati are busy. Many of them carry lines that are extensively advertised in national magazines and on the billboards. But practically without exception they rely on the Cincinnati

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Measure of in Cincinnati

newspapers for their final contact with the Cincinnati public and for their actual day-by-day sales.

There is something more than whim, caprice, prejudice or accident in the way the display advertising of tires is distributed among the four Cincinnati newspapers. Cincinnati is an "afternoon newspaper city." Small wonder then that the tire advertisers should place almost five times as much display advertising in the two afternoon newspapers six days in the week as they place in the two morning newspapers in seven days.

But of the total tire lineage the Times-Star carries 25% more than both morning newspapers and the second afternoon paper combined,—more than three times as much as the morning paper and more than twice as much as its afternoon contemporary.

This is due, solely and only to the fact that tire advertisers who do business in the Cincinnati market have proved that Times-Star advertising sells more tires at less selling cost.

This in turn is due to the fact that the Times-Star has the most complete and the most definitely localized circulation among the tire buying public of greater Cincinnati. The concentrated home circulation, city and suburban, is practically 100%. The scattering circulation of the Times-Star is negligible.

"If you want money, go where money is"—a wise old saw, and certainly pat where advertising is concerned.

TIMES-STAR

Member of Audit Bureau of Circulations

Are You Neglecting This Great Market

?

•

RURAL INDIANA

is rich in buying power after one of the most prosperous harvest seasons in a decade. The Indianapolis Star, with more rural circulation than all other Indianapolis newspapers combined, gets profitable results in this great market—as its constantly increasing gains in national advertising prove.

The **INDIANAPOLIS STAR**

KELLY-SMITH
COMPANY

Marbridge Building
New York
Tribune Tower
Chicago, Ill.
Atlantic Building
Philadelphia, Pa.
Waterman Building
Boston, Mass.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

GRAVURE SERVICE
CORPORATION
25 West 43rd Street
New York City

Today's Advertising for Tomorrow's Farmer

How Manufacturers Can Get Their Literature into State Agricultural Colleges

*Washington Bureau
of Printers' Ink*

FOR many years, a number of large manufacturers have furnished universities with material, and the names of many technical and business schools have been placed on innumerable mailing lists. But a recent inquiry indicates that the State Agricultural Colleges, with their extension departments, are being rather neglected as valuable avenues for the distribution of commercial information.

Now that conditions in the farm field are steadily improving and numerous manufacturers are preparing to enter the field for the first time, the audience of the agricultural school is particularly interesting and valuable. Thousands of young men and women are attending classes in both the regular and short courses of the agricultural colleges, and the various extension courses are reaching almost as many practical farmers. The majority of the State Colleges are using manufacturers' literature to some extent, and there is no doubt that this use can be extended with the right kind of material.

In the opinion of Dr. H. W. Mumford, dean and director of the College of Agriculture of the University of Illinois, the best material for the purpose is the regular literature prepared for dealer and consumer work.

"I do not believe it is desirable," he writes, "either from the standpoint of the manufacturers or the college students involved, for manufacturers to prepare booklets primarily with the purpose of furnishing practical information for class work. If the booklets and advertising material which they get out in the regular order of business are suitable and useful to the departments, they are usually requested, and where helpful, are used for class work."

However, letters from the officials of several other colleges suggest that the purpose of the agricultural schools might be borne in mind with excellent effect during the preparation of the material. For instance, extreme simplicity in the handling of technical subjects in catalogues and instruction booklets would not detract in any way from the value of the material when used for customary purposes, and it would encourage the use of the catalogues and booklets in the classroom.

TOO MUCH BUYING URGE

One of the frequently mentioned criticisms of manufacturers' material in general is that it is too obviously designed for selling purposes only, in that it contains too little practical information and too much of the urge to buy. This is a complaint from Professor F. G. Helyar, director of the short course in agriculture, of Rutgers University and the State University of New Jersey. He finds, that, as a rule, the material from associations is more suitable than that from individual manufacturers. He writes:

"Much of the manufacturers' literature that comes to our attention is not usable for classroom or laboratory texts, because of the fact that it is obviously selling propaganda. There has come, however, some material that supplements very nicely our regular text books, and I refer particularly to that literature which is sent out by industrial promotion organizations such as the Portland Cement Association, National Institute of Packers, National Fertilizer Association, and the National Lime Association. The research bureau of Armour and Company sends us some very helpful material. Recently, our Department of Agricultural Education has been receiving bulletins on electrification of

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rural work that are very good."

Then Professor Helyar sums up the attitude of his institution in this way:

"When literature coming from manufacturers or manufacturing associations contains information that is up to date, either from the standpoint of expressing theories or the practical application of them, when such information is well arranged and presented, and when it is not too obviously mere advertising propaganda, we can and do use it in our classrooms. This applies perhaps more particularly to our short course classes and the work of our agricultural high schools than to the four year college course, because these branches of our work are more vocational in nature than is the latter."

Both the College of Agriculture and the School of Agriculture of the University of Minnesota make frequent use of manufacturers' publications as reference books and for special reading courses. The judgment of the instructors of the classes is final in accepting all publications of the kind, and only publications that are free from bias are acceptable. Professor Andrew Bass, chief of the division of farm management, who furnished this information, writes further:

"As instances of the type of books used, I can cite you a publication by the Silver Manufacturing Company, Salem, Ohio, on 'Modern Silage Methods'; also a book published by the Universal Portland Cement Company entitled 'Small Farm Buildings of Concrete'; and one by Armour's Bureau of Agricultural Research and Economics on 'Progressive Hog Raising.' These booklets are all furnished without cost and usually they are sent to some instructor who is interested and who takes the responsibility for their distribution to such students as may need them."

In at least one instance, some of the publications from manufacturers are found to be superior in certain respects to other sources of information. Professor F. W. Knipe, agricultural engineer, of

the Connecticut Agricultural College, states that he uses a number of publications of the kind in his class work on farm sanitation, farm structure, gas engines and tractors and farm machinery.

"They are not used exclusively as texts," he adds, "but rather as supplementary to texts. In this respect, I certainly find them to be of great value. Frequently, some item is treated in a clearer manner by these manufacturers' technical papers because they have been able to secure better illustrations in the form of prints for their particular point."

WIDE RANGE OF SUBJECTS

The use of the publications by the colleges is not confined by any means to subjects that deal exclusively with farming. Automobile instruction manuals, for instance, are sometimes in demand, booklets on paint and varnish of the right character have found circulation in the classes, and various other material of a general nature may find a useful purpose in the classroom.

Professor P. J. Baldwin, extension director, of Michigan Agricultural College, mentions booklets within the field of home equipment particularly, in discussing the subject. He also lists agricultural machinery, poultry and animal feeding, and general farm equipment as subjects of particular interest which may be covered to advantage by booklets for supplementary class work. "Our extension service," he writes, "makes use of a great deal of literature that is published by commercial firms."

At least one of the letters received as a result of the inquiry suggests that material other than booklets and the like may serve a valuable purpose in placing the manufacturer's name and goods vividly before the agricultural students of many of the States. According to his letter, Dr. C. A. McCue, dean and director, University of Delaware, Agricultural Experiment Station, thinks there is room for good use of manufacturers' booklets in courses in farm machinery, and adds,

THE NEWS OF HARPER'S BAZAR

DECEMBER 31st, 1925

The January Number Starts the Year Right

*By Again Breaking All Records
in Revenue and Lineage*

COMPARED with past January numbers, this January's issue of Harper's Bazar is by far the largest we have published.

This is true, however, of every issue of Harper's Bazar since, and including, last June.

May Harper's Bazar wish all of its friends the same prosperous New Year it is anticipating?

Harper's Bazar
2/- IN LONDON 50c 10fr IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

Dec. 31, 1925

"Blueprints ought to be particularly useful."

This, and several similar statements, indicate that not only blueprints, but also manufacturers' diagrams, statistical tables, charts, or anything else that illustrates facts of commercial or technical value in a striking and unusual way may be found acceptable by the Agricultural Colleges.

Professor C. I. Gunness, head of the department of rural engineering, writes that the Massachusetts Agricultural College uses considerable literature published by manufacturers, as reference for students. He says that booklets from The International Harvester Company, the Vacuum Oil Company and others are being used at this time, and adds: "We feel that this information coming directly from the manufacturers is very much worth while, and we are glad indeed to get it."

Several of the letters contain valuable hints and suggestions to those manufacturers who desire to consider the classroom demand while creating their literature. As an example, Dr. Leon S. Merrill, dean of the College of Agriculture, of the University of Maine, says that well-organized texts on agricultural subject matter based on the results of experimental research, and not upon the personal opinions of the writer, are always considered worthy of careful examination as possible class texts by the departments under his direction. He also comments on the fact that material consisting solely of selling talk is not suitable, and concludes his letter with:

"Unquestionably, manufacturers possess information which would be valuable for use in giving class instruction, and if prepared with the sole purpose of furnishing technical and practical information it would be useful."

After mentioning the publications put out by the Potash Importing Corporation of America, and several others that are being used by other schools, Professor P. W. Zimmerman, of the College of Agriculture, University of Maryland, offers this significant statement:

"There are instances where the companies go to a great deal of effort to get correct information, and where truths are put out by companies there is no reason why they should not be used by the students and faculties the same as other sets of truths."

Quotations from several other letters received would be repetitions of the foregoing. In all, thirty-one State Colleges were appealed to for information on the subject, and among twenty-seven letters of reply only one said that manufacturers' booklets and catalogues were not desired.

This indicates both an actual and a potential demand for technical and publicity material, and manufacturers who desire to take advantage of the demand should first address the Office of Co-operative Extension Work, Department of Agriculture, Washington, D. C., requesting a list of State directors of the various colleges. Samples of the literature, with letters pointing out the probable classroom application of the information, should then be sent to the State directors, with the request to place the proposition before the proper officials in each instance. In cases where the material is found suitable, this will place the manufacturer in direct communication with the deans of the State Agricultural College or, in many instances, with the instructors of the classes, and arrangements can then be quickly made regarding quantities of the literature and other considerations.

F. M. Lupton, Inc., Elects F. L. Ramsdell

F. L. Ramsdell, general manager of F. M. Lupton, Inc., New York, publisher of the *People's Home Journal*, has been elected secretary and treasurer.

Joins Los Angeles Agency

Gladys Harvey Knight, formerly with The Society for Electrical Development, New York, and more recently with The Mayers Company, Inc., Los Angeles, has joined Henry E. Millar, advertising agency, of that city.

Roger A. Johnstone has been appointed Pacific Coast manager of *Oral Hygiene*, Pittsburgh, Pa., succeeding L. G. Lenzner. Mr. Johnstone's headquarters will be at San Francisco.

What Are Trading Centers?



TRADING CENTER is the axis around which revolves the commerce of a community. It has been estimated that there are about 700 such centers in the United States.

Naturally, the magazine that has the largest newsstand sale, has the largest circulation in these trading centers—for the very simple reason that magazines are distributed through wholesalers and retailers in much the same way as any other commodity.

The distribution ratios of magazines of more than a million newsstand sale are almost identical in the 700 trading centers.

TRUE STORY has the largest newsstand sale in the world.

The inference is obvious—TRUE STORY also has the largest circulation in

the trading centers in the United States.

This makes "The Necessary Two Million+" all the more necessary to advertisers who want to reach the greatest number of potential customers through the only "reader participation" medium in existence at a fair rate.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

Dec. 31, 1925

1925

was a great
year for the

CHICAGO EVENING AMERICAN

A gain of more than a million lines in display advertising—

A gain of more than 350,000 lines in classified advertising—

Gains in all major classifications—

Another year of circulation supremacy in the Chicago evening paper field—

This, in brief, tells the story of 1925 and the Chicago Evening American.

A great year and a tribute to a newspaper that has in 25 years in a highly competitive field, taken its place in the foremost ranks of American journalism.

***Largest circulation of any
third largest evening paper***

1926
will be a greater
year for the

CHICAGO EVENING AMERICAN

Lineage figures, no matter how eloquent, do not tell the complete story.

There are other factors that play a leading part in the success of a great newspaper—reader interest, reader confidence, reader acceptance.

In Chicago, the Evening American selling at a 50% higher price, enjoys a substantial lead in total, city, suburban and country circulation over the second evening paper.

The men and women who read the Evening American believe in it. It is their friend and counselor.

Because of ever-increasing reader interest and reader confidence, advertising in the Evening American during 1926 will pay bigger dividends than ever before.

*Chicago evening paper and
circulation in America*

A Great Year Ends— A Greater Year Begins!

PLENTY of work and high wages have combined to make 1925 one of the most prosperous years in history.

And now, as the year draws to a close, conditions in industry give promise of a greater year to come; a year of more splendid achievement in every field of commercial endeavor.

Cosmopolitan has been awarded its full share of America's prosperity. Advertising volume gained 22.6% over 1924, while revenue increased 30% in the same period.

Because advertising is one of the fundamental factors in business today, this growth is an accurate reflection of what happened in 1925 and a forecast of what may be expected in the months just ahead.

Hearst's International
Combined with
COSMOPOLITAN

If a Slogan Could Destroy Carthage—

What Might a Good One Do for the Manufacturer Who Uses it Properly?

PORCIUS MARCUS CATO may not have been the first sloganer. In fact, it probably would not be difficult to locate historically famous characters who anteceded him who became known to posterity as a result of a clever phrase which they used with great verbal dexterity. Nevertheless, it is interesting to know that exactly 2,082 years ago, Cato originated a slogan which resulted in the annihilation of what had been, until then, one of the most powerful empires in the world's history.

All this happened beginning with the year 157 B.C. Cato had been sent on an official Roman mission to Carthage. He was so struck by the evidences of Carthaginian prosperity that he was convinced the security of Rome depended on the annihilation of Carthage. From this time on, in season and out of season, he continually repeated the slogan: "De-lenda est Carthago"—"Carthage Must Be Destroyed." And it was.

History is replete with slogans which have radically altered the fate of empires. Business history, also, is dotted with incidents of slogans which played important roles in the respective destinies of the companies that owned and controlled them.

No doubt, it is this rather remarkable record of what slogans have accomplished, plus the general love of a cleverly turned or ingenious phrase, that accounts for today's popularity of the slogan. PRINTERS' INK is hearing from all over the country about slogans and also from places outside this country. As a result, the number of registrations in the Clearing House of Slogans is increasing by leaps and bounds. The present total is 2,305. By the time this is printed, the registrations will probably approximate 2,400. Certainly, the time is not far distant when we will have record of over 3,000 advertised

phrases, the names of the advertisers using them, and additional information such as the date when first registered, etc.

Nor does this interest in slogans confine itself to applications for registration in the Clearing House. The advertising fraternity is also displaying a desire to refrain from adopting new slogans until the contemplated phrase has been checked against our records as an additional precaution designed to assure originality. For example, a single morning's mail which had been preceded by a telegram from the Anfenger Advertising Agency, Inc., asking whether the slogan: "The Gift That Keeps on Giving," was used by any advertiser, contained slogan inquiries from three organizations.

The Ross Manufacturing Company wanted to know whether the slogan: "Built to Endure," had been registered in the Clearing House. It had—by the Globe-Wernicke Company. The Wilson H. Lee Advertising Service inquired concerning the phrase: "Known for Tone." Our records showed that this is used by the Pacific Phonograph Manufacturing Company. John L. Wierengo & Staff, Inc., wanted to verify, for its client, the H. M. Reynolds Shingle Company, the originality of the slogan: "Built First—To Last." In so far as we can determine, this slogan is not being used by another advertiser and it has been registered in the Clearing House for the Reynolds company.

Following is a list of some additional slogans which have recently been registered in the Clearing House. There is no charge for this service.—[Ed. PRINTERS' INK.]

All That Is Best in Radio. Eagle Radio Co., Newark, N. J.

As Good as It Tastes. American Rice Products Co., Buffalo, N. Y.

Beauty's Master Touch (Oriental Cream) Fred T. Hopkins & Son, New York.

Dec. 31, 1925

Better Way to Buy, The. American Products Co., Cincinnati, Ohio.

Brayco Light Makes All Things Clear. Bray Screen Products Inc., New York.

Builds Brain, Nerves and Body. (Ovaltine) Wander Company, Chicago.

Catch Them Yourself or Buy Fowler's. Fowler Sea Products Co., Inc., New York.

Comfortable Heat When You Want It, Where You Want It, at a Price You Can Afford. Oilray Safety Heater, Inc., Chicago.

Delicious Health Confection, A. (Post's Bran Chocolate) Postum Cereal Co., New York.

Easy to Play. Gulbransen Co., Chicago.

Every One a Good One. Davidson Radio Corp., New York.

Faucets Without a Fault. Mueller Co., Decatur, Ill.

For Modern Shaving. Barbasol Co., Indianapolis, Ind.

From First Step to Fourteen Years. Fargo-Hallowell Shoe Co., Chicago.

Good Washing Wins Good Will. The Cowles Detergent Co., Cleveland, Ohio.

Hondiest Light in the World, The. (Buss Light) Bussman Mfg. Co., St. Louis, Mo.

Idea Creators, Not Just Illustrators. Martin Ullman Studios Inc., New York. *It's a Pippin.* (Cigars) H. Traiser & Co., Inc., Boston, Mass.

Jewels of Your Car, The. The Bock Bearing Co., Toledo, Ohio.

Keeps Radio Tubes Like New. Jefferson Electric Mfg. Co., Chicago.

Let Tung-Sol Light the Way. Tung-Sol Lamp Works, Newark, N. J.

Load for Every Purpose and a Shell for Every Purse, A. United States Cartridge Co., New York.

Make the Greeting Sweeter. Quaker Maid Candies, Philadelphia, Pa.

Mastery in Radio. Freed-Eisemann Radio Corp., Brooklyn, N. Y.

Mechanical Hand That Cranks Your Car, The. Eclipse Machine Co., Elmira, N. Y.

More Mental Impressions from Each Printing Impression. Standard Paper Mig. Co., Richmond, Va.

Niagara of the West. Great Falls, Mont.

Nickel Lunch, The. Planters Nut & Chocolate Co., Wilkes-Barre, Pa.

Oil of a Million Tests, The. National Refining Co., Cleveland, Ohio.

Opportunity's Year 'Round Play-ground. Lakeland, Florida.

Paints Fast as Man Walks. Tennessee Tool Works, Inc., Knoxville, Tenn.

Perfect Pencils, The. Koh-I-Noor Pencil Co., Inc., New York.

Pick o' the Pines, The. Western Pine Manufacturers Assoc., Portland, Oreg.

Pure Northern Wool from Sheep That Thrive in the Snow. (Men's Overcoats). F. A. Patrick & Co., Duluth, Minn.

Quality Razor of the World, The. Gillette Safety Razor Co., Boston, Mass.

Really Perfect Printed Pattern, The. Pictorial Review, New York.

Right Way to Weigh Right, The. Stimpson Computing Scale Co., Louisville, Ky.

Satisfied Customers Built This Busi-

ness. John G. Longworth & Son, Chicago.

Sign of a Lifetime, The. W. A. Sheaffer Pen Co., Fort Madison, Iowa.

Small Cost for Great Richness. Algoma Panel Co., Algoma, Wis.

Standard of the Mechanical World. Brown & Sharpe Mfg. Co., Providence, R. I.

Stove With Focused Heat, The. Florence Stove Co., Boston, Mass.

There Is a Use for Celotex in Every Building. Celotex Co., Chicago.

They Hold Their Shape. (Travelo-Knit Jackets and Vests) Peckham-Foreman, Inc., New York.

True in Sound. (Orthophonic) Victor Talking Machine Co., Camden, N. J.

Universal Car, The. Ford Motor Co., Detroit, Mich.

Watch Word of Elegance & Efficiency, The. Elgin National Watch Co., Elgin, Ill.

Where Life Is Complete. St. Joseph Mich.

With the Permafit Seam. (Jerry J. Sweaters) Jerry-Jane, Inc., Los Angeles, Calif.

World's Smartest Collar, The. (Van Heusen) Phillips-Jones Corp., New York.

Women's Store Advertisements Shopping Hours for men

Bonwit Teller & Company, Philadelphia, a store dealing only in women's wear, recently used single-column space in newspapers to advertise evening shopping hours, exclusively for men. One piece of copy, showing a man in his house robe, morning paper in hand, reads: "That's an idea! I'll get her something at Bonwit's on my way home some night this week."

Another advertisement shows a man at a stock ticker and the copy reads. "A good tip! Buy tonight—heavy selling of Bonwit's stocks."

Real Estate Account for Maurice H. Needham

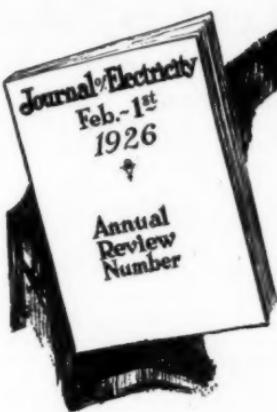
Holmhaven-on-the-Gulf, Inc., a Mississippi gulf coast real estate development, with headquarters at Chicago, has appointed the Maurice H. Needham Company, advertising agency of that city, to direct its advertising campaign.

Crook Agency to Direct Texas Railway Account

The Crook Advertising Agency, Dallas, Texas, will direct the advertising account of the Texas Electric Railway, beginning January 1. This firm owns several Dallas interurban lines.

Changes on Toronto "Globe" Staff

F. J. Wilson, of the Toronto *Globe*, has been made Eastern manager, with offices at Montreal. He succeeds R. Bruce Owen, who has been transferred to the Toronto office.



This is the Plan Book for Western Buying in 1926

The February 1st issue of the Journal of Electricity gives comprehensive data setting forth the plans of every branch of electrical development in the eleven western states for 1926. This is the principal source of information upon which western buyers, executives, engineers, merchants and contractors base their sales campaigns.

Herein nearly 6,000 active factors in western electrical development in every field will find:

1. A review of construction activities of the power companies in the eleven western states giving statistical data for hydroelectric and steam plants and transmission and distribution lines.
2. A review of central station accomplishments during 1925 and a forecast of further work for 1926.
3. A study of the industrial load of the eleven western states including a survey of manufacturing establishments.
4. Detailed announcement of plans, sales quotas of western power companies for the sale of ranges, refrigerators, air and water heaters and other appliances required for their load building campaigns.

Dimensions of Your Western Market

Total market will aggregate more than \$250,000,000 for 1926 of which about one half will cover apparatus and supplies for the generation, transmission and distribution of electrical energy and the other half, motors and appliances and electrical supplies for its application to industry, agriculture and the home. Here is your opportunity.

Here is an opportunity for every manufacturer of electrical apparatus, appliances and supplies to bring his sales message properly before the active factors in the most rapidly growing electrical development of any section of the United States.

Forms for the February 1st Annual Review Number close January 20th.

Journal of Electricity

883 Mission Street, San Francisco, Cal.

*A McGraw-Hill Publication
Serving the 11 Western States*

When Long Letters Lead to Sales

Powel Crosley, Jr., States His Belief Regarding the Length of Letters

IT was a long letter that prompted the question—single spaced and running half way down the third page. Although it was signed by the president of the company and although it was addressed to the company's dealers, it was nevertheless a form letter, and therefore the question, "Will your dealers read such a long letter?" was a natural one.

First a word about the letter. It was sent out by the Crosley Radio Corporation, Cincinnati, on the company's regular letterhead, typewritten, with the following caption written in caps in the place ordinarily used for name and address, "TO ALL AUTHORIZED CROSLEY DEALERS," underscored, and just under this the subject of the letter appeared thus: "Ref. Price Reduction and Selling Possibilities of the Models 50, 51 and 52." After which came the customary salutation, "Gentlemen." The letter consisted of two and a half pages of solid typewritten matter, in single space and was signed with the company name, followed by the name of Powel Crosley, Jr., president, in fac-simile.

Is the letter too long? That is, will the majority of the company's dealers read it, or not?

HERE ARE THREE THINGS THAT SHOULD BE CONSIDERED

Before answering, let the reader take two or three little things into consideration. First, the dealers to whom this letter is sent are "authorized dealers," which means, for one thing, that such dealers probably enjoy a closer relationship with the manufacturer than "just dealers," and therefore they listen more attentively when the manufacturer speaks. Second, the subject of this letter has to do, at least in part, with price reduction. Third, the letter is signed by the president of the company, and this fact would have weight with many dealers, particularly if other important communications

had been so signed. This third consideration, however, might have reverse English on it, in case preceding communications over the president's name had not always been of first-line importance.

But there it is, two and a half pages of it, and in the belief that the man best qualified to answer the question, "Will a dealer read a letter as long as this?" is the man who wrote the letter, Mr. Crosley was interrogated.

"Personally," said Mr. Crosley, "I have always been very partial to letters of sufficient length to tell the story.

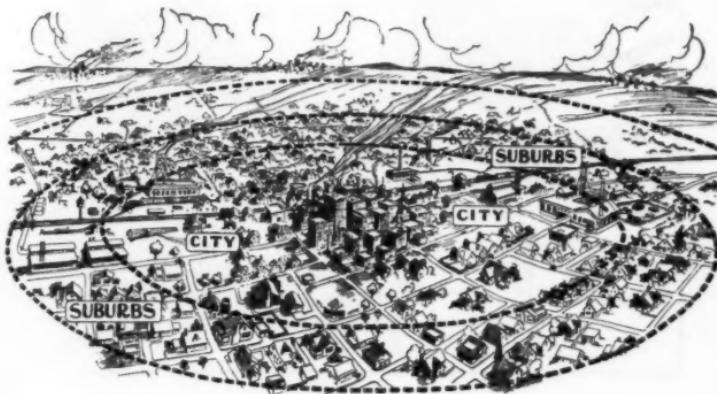
"My letters have frequently been criticized, but I established a mail-order business several years ago which was based very largely on my sales letters, and developed that business from nothing—in less than three years—to sales of over \$1,000,000 a year. So, the letters, as long as they were, must have been read, and must have brought about the desired results.

"I believe that a great deal of the success of our present business has been founded upon keeping closely in touch with our dealers by frequent sales letters, most of which have been rather long. I believe in answering a dealer's questions before they are asked. I believe that if you really have something to say to the dealer, or to the jobber, or to anyone else, it is well to tell them all about it.

"On the other hand, if I were writing a letter to a busy executive, I would make it as brief as possible, because I know that a very long letter would not be carefully read; but to a small business man, whose livelihood is very much tied up in being fully informed about the details of his business, I do feel that a sufficiently large percentage will read long sales letters, and that the results gained will be more satisfactory than a brief sketch outline which gives no real information."

The Concentration of Detroit News Circulation

In the Detroit Field Gets the Class and the Mass



OF its great circulation of 310,000 week days, The Detroit News has 90% concentrated in the metropolitan area. Of its 340,000 Sunday circulation, at least 80% is concentrated in Detroit and suburbs. This is the real area of consequence to the national advertiser, for it is the territory within easy reach of the main retail outlets. It contains one-third of the total population of the state and one-half the taxable wealth. In the suburbs of Detroit alone The News has a circulation in excess of 55,000, or 30,000 more than the second advertising medium. And it is in these suburbs that the wealthier of Detroit's citizenry live. The News thus thoroughly covers every class of Detroit society more thoroughly than any other Detroit newspaper and more thoroughly than any other city of Detroit's size is covered by any other newspaper.

The Detroit News

The HOME Newspaper

Dec. 31, 1925

N.B. This advertisement is one of a series appearing as a full page in The Enquirer.



Miss Cincinnati Business Woman *a million dollar executive*

Her mother didn't know a filing cabinet from a typewriter, and was proud of it. "Business," she used to say, "is no place for a woman."

But times have changed. Today, the daughter, Miss Cincinnati Business Woman, sits at a mahogany desk in a paneled office. The

THE CINCINNATI
"Goes to the home,

telephone, the dictating machine—all the implements of modern business are hers. Important contracts bear her signature, deals involving thousands are left in her charge.

Yet for all her manly activity, she is very feminine indeed—with a woman's interests, a woman's wants, a woman's buying habits. And any Cincinnati merchant will tell you she buys much and often. It is estimated that 44,000 women are engaged in "gainful pursuits" in Greater Cincinnati; their aggregate salary approaches a million dollars a week.

With whom does Miss Business Woman spend this money? The stores that advertise in *The Enquirer* know that a considerable share of her patronage comes to them. For here is a newspaper ideally suited to her. Its woman's pages are crammed with household hints. In *The Enquirer*, too, is found a complete record of business activity in which every business woman is interested. Besides, this newspaper is delivered when Miss Business Woman has the most time to read it. At the breakfast table, on bus or street car, at her office—any time from seven to nine, you'll find her reading her *Enquirer*.

As she reads, Mr. Advertiser, does she encounter your shopping message? She should!

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles



ENQUIRER

stays in the home"



Forty-five millions to spend

It is estimated that upward of 44,000 women are engaged in some form of business or professional activity in Greater Cincinnati. Their aggregate earnings are nearly a million a week—more than \$45,000,000 a year. A profitable market for any merchant to cultivate!

In 1925
**First in
RADIO!**

In the World's Greatest Radio Market, the New York Herald Tribune carried more radio advertising in 1925 than any other New York morning newspaper.

New York
Herald Tribune

Western Representatives: WOODWARD & KELLY

360 North Michigan Ave., Chicago, Ill.

Fine Arts Building, Detroit

Give Your Salesmen Definite Tasks

Such a Plan Helps the Salesman as Well as the Sales Executive

By L. V. Britt

General Sales Manager, Burroughs Adding Machine Company

DURING recent years, sales managers have come to realize that the salesman's work can be divided into specific tasks and that this work can be directed and supervised in orderly fashion. Here are some practical methods of fixing the salesman's task.

We will assume that the man has been properly selected and given preliminary training so as to fit him for the responsibilities of his assignment.

First: Quotas can be assigned. We analyze a territory on the basis of the number of business enterprises, as one factor, and on the basis of the number of our machines in use, as another factor. This serves as a measuring stick and lets the salesman know what constitutes a good record of performance. We can go further into detail, separating this quota by classes of machines so that the salesman will have a guide to a well-balanced sales production, which produces co-ordination of sales with manufacturing production.

Second: A definite instruction or training program can be divided into units and each unit be assigned as a particular task. These units of instruction may be in the form of lectures, demonstrations, or technical problems, in all cases followed by a questionnaire. This is particularly advantageous in a large organization for the reason that if a man is transferred from one agency to another, his instruction can be continued without interruption.

Third: We can furnish the salesman with lists of all prospects in his territory, require him to call on each and make a written report

of vital information, new developments, etc. In this way, we can be sure that he is properly covering his territory.

Further assistance can be given by breaking up the territory into sections. For example, a large city territory might contain ten units or blocks, each block being charged with a fixed quota. The sales secured are posted as a credit to offset charge. A review of the results indicates to the salesman the blocks where additional effort is required. A block in a city might be compared to a town in the country.

Fourth: We also give him a list of all our users and ask him to call on each to ascertain if the user is getting proper service out of his equipment.

Fifth: In order to stimulate the sale of ordinary adding machines, we assign each salesman a "trials" quota with a view of focusing part of his attention and energy in this one direction.

Sixth: To insure definite cooperation with our advertising department and judicious use of advertising material, we can require that he send in a certain number of names of worth-while prospects each month to whom our advertising department will send literature. It is important that this be kept in mind in fixing the salesman's task. The sales and advertising effort should be co-ordinated, otherwise much of the value of the advertising will be lost.

Seventh: We could ask the salesman to furnish us each day with a brief written outline of his plans for that day's work. Once each month, we could have him write out his plans for the future. On the face of it, this may seem to be impractical but having had experience as a salesman, I am

Portion of an address made before the St. Louis meeting of the American Management Association.

convinced that there are too many salesmen today roaming around the territory without proper supervision. The result is waste and increased cost of distribution.

Eighth: We could also set the task of requiring salesmen to make collections on delinquent accounts. Our method of doing this is to make it a point to show the user at least one new use for his machine on each collection call. The result is that collections are easier made and customers are better satisfied and many times will inform the salesman of a live prospect.

Ninth: We could inaugurate sales drives that would direct his efforts toward getting sales from seasonal lines of business. For example, automobile dealers in the spring and early summer.

Tenth: We could require him to assemble sales portfolios that would help him to visualize his sales talks.

These are only a few illustrations to show how salesmen's tasks can be fixed. There are some who contend that it is not practical to attempt to standardize a salesman's work because of the fact that his personality plays such a large part in his success. They contend that rigid rules of work and insistence on systematic procedure tend to stifle the salesman's originality, enthusiasm and personality.

My personal opinion is that, as men interested in distribution or selling, we are too prone to look upon the salesman as a temperamental, impulsive type who must be allowed to work his own way or he will not work at all. This idea has been greatly exaggerated. The demand, today, is not for the abnormal nor the subnormal but for a good normal type salesman, not the high-pressure type but the good-will building type who is reliable, dependable, and last but not least, tractable.

We will admit that there is a limit in the matter of fixing tasks and we would not under any circumstances want to go so far as to attempt to make a salesman into a machine or as systematic as an accountant. At the same time,

there are many very definite reasons why the fixing of a certain number of tasks is worth while. Some of these advantages are:

First: The salesman has a greater interest in his work when he operates according to a definite plan. Instead of scattering his efforts aimlessly, with the result that he often becomes discouraged and cannot locate the source of his difficulty, he can concentrate on one task at a time and make sure that it is well done before going on to the next.

I have noticed in the city office of large selling organizations, that promptly at twelve o'clock the salesmen enter the office. Not five minutes to twelve nor five minutes after twelve but usually promptly at twelve. Usually, this means that they did not have enough work laid out to keep them busy or they were not sufficiently interested in their work to lose track of the time. Although their territories may be far removed from the office many of them appear promptly at twelve which means that they quit work between 11:00 and 11:45.

Where specific tasks are assigned, greater interest can be stimulated by applying incentives to the various tasks. For example, recognition can be given for the highest percentage of trials quota, for the best collection record, for quality of sales as well as quantity.

Second: The second advantage comes from being able to check up on lax activities and being able to locate the salesman's weak points with a view of helping him overcome them. For example, we might discover that a salesman was not making good installations with the result that customers were dissatisfied. We could then set about to bring his installations up to a higher standard.

Third: One of the biggest advantages and one with possibilities that are not yet fully realized is the opportunity for devising more economical methods of selling. As an illustration of this point we have discovered that it is more economical to have an in-

Economy in Gravure Coverage!

ONCE in a while, we find an advertiser who believes that Gravure space is expensive. It all depends on how you buy it!

It costs 52.4 cents per line to reach 100,000 New York City homes through THE WORLD COLORGRAVURE, at the basic rate.

Through *The Times Gravure*, the same coverage costs 91.3 cents, or 74% more than THE WORLD. In *The Herald Tribune Gravure* the cost mounts to \$1.02 cents per line, or 96% more than THE WORLD.

Advertising in THE WORLD COLORGRAVURE, therefore, to sell merchandise in New York City isn't a very expensive venture, especially when we reflect that it has 18,000 more circulation directly in the city than its two Sunday morning competitors combined!

The crowning advantage of THE WORLD, however, lies in the fact that by reason of its exclusive four-color process, it reproduces in gravure the advertiser's package, or his trade-mark, or his product with all the emphasis of their original colors.

This is a service offered by no other newspaper in the country.

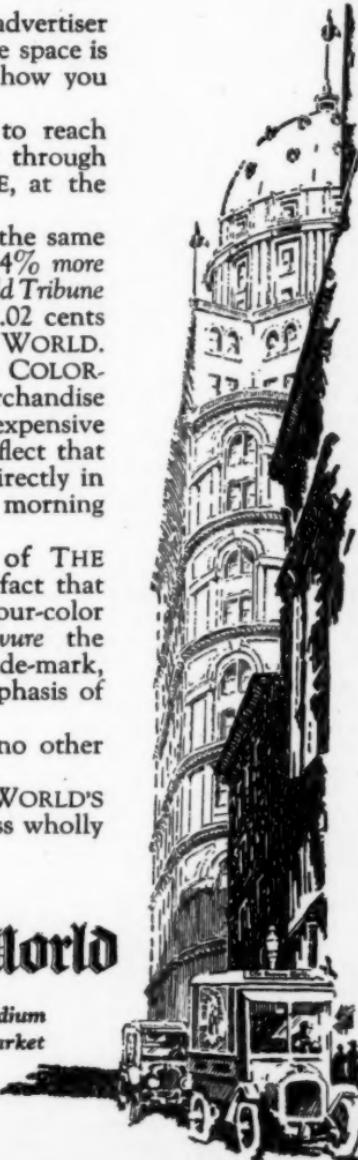
It, in common with THE WORLD'S New York coverage, is in a class wholly and distinctively its own!



*The Three-Cent Quality Medium
of America's Greatest Market*

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



stallation clerk make the installation rather than the salesman, conserving the salesman's time for tasks that require his greater skill and training. Work of a routine nature such as posting record cards, and making up advertising lists, can be turned over to an office clerk. We have even found that the advertising can sometimes perform a certain task more economically than the salesman can do it.

For example, we have solicited trials by direct letter rather than by door-to-door canvass. One of the most fruitful sources of working out more economical methods of selling is to study the allotment of a salesman's time to his various tasks.

Fourth: The fourth advantage is better service to customers. This needs no comment as it is all important.

Fifth: A more effective training course is possible when the sales executive is directing his attention first at one task and then at another. He can recognize specific difficulties encountered in connection with each task and then set about to construct training content to meet these difficulties. It would seem that this is the most practical method that could be used in building a training course.

Sixth: The sixth advantage is the possibility of co-ordinating sales effort with manufacturing. We manufacture various classes of machines and we must have full line representation.

Seventh: When the salesman knows what his various tasks are he has a better chance for promotion because the man who has a well-balanced sales production is favored in the matter of promotion.

Eighth: As previously stated, a better selection of salesmen is possible when the manager sizes up the applicant in terms of the various duties to be performed.

The eyes of the business world are today focused on the marketing problem. It is high time for us to acquire the practice of selecting salesmen according to their qualifications and ability to fulfil

the requirements of their job. Before we can hope to do this, we must carefully analyze the job, and, then, after intelligent instruction and training, follow through by definitely assigning specific duties. If a man is started right, properly coached, directed and inspired, the result will be more well-rounded salesmen and sales executives.

Victor Talking Machine Reorganizes Sales Force

The Victor Talking Machine Company, Camden, N. J., has reorganized its wholesale selling force. The United States has been divided into four sections, each in charge of a district sales manager, who has been chosen from the traveling staff of the Victor company.

The Central district, comprising the States of the Mississippi Valley, will be in charge of C. Lloyd Egner, whose headquarters will be at Chicago. The Northeastern district, including New England, New York and Northern New Jersey, will be managed by Ralph S. Cron, with offices at New York. The Southeastern district will include the States south of Pennsylvania and will be in charge of R. A. Bartley, with headquarters at Camden. The Rocky Mountain region will make up the Pacific Coast district. O. L. May, with offices at San Francisco, will be in charge.

New England Granite Account to Albert Frank

The Boutwell, Milne & Varnum Corporation, Montpelier, Vt., Rock of Ages Granite, has appointed the Boston office of Albert Frank & Company, advertising agency, to direct its advertising account.

Appoint Kimball-Mogensen Company

The Stockton, Calif., *Independent* and the Manila, P. I., *Daily Bulletin* have appointed the Kimball-Mogensen Company, publishers' representative, as national advertising representative.

F. E. Place with Select Program Service

F. Everett Place, formerly with W. A. Anderson & Company, New York, has joined the Select Program Service, Inc., of that city, as general manager.

Walter Britton Appointed by Asheville, N. C., Printer

Walter Britton has been appointed manager of the Miller Press, Inc., Asheville, N. C.

Leave your shotgun at home when you come to Boston

Boston is no place for "shotgun" advertising. The manufacturer who shuts his eyes and blazes away at this great market is inviting almost certain defeat. For Boston *is* different! Before you buy a line of newspaper space in Boston, you should understand that the people of Boston and its suburbs may not be judged by your experience in any other city.

A process of evolution—old as the city itself—has separated Boston's people in custom, thought and preference. And this cleavage is so sharp that even Boston's newspapers are split—each serving exclusively one or the other of Boston's two great groups.

To reach one of these groups, the national advertiser has a choice of several Boston papers. But the second great group may be covered *only* through the Herald-Traveler.

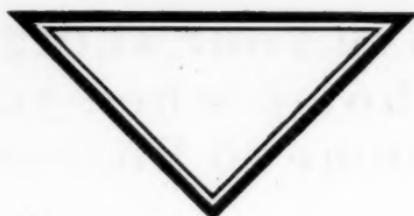
Herald-Traveler readers possess the largest per capita buying power of the entire Boston market. They represent the best outlet of the best retailers in Boston—appreciative of quality, and financially able to buy in quantity. These are stubborn facts—but they are Boston!

Let us send you "Business Boston," a booklet visualizing Boston's peculiar advertising situation. It will be sent you gratis, and will save you lots of trouble with the tricky Boston target. Write for it now on your business stationery.



BOSTON HERALD-TRAVELER

Dec. 31, 1925



Country Gentleman Readers Live In Agricultural Communities

83.67 per cent of *The Country Gentleman's* circulation of more than a million is in places of less than 2,500 population — places whose principal industry is farming.

Where not only the Farmer is dependent upon the product of the soil, but the Banker, the Grocer, the Butcher, the Clothier, the Druggist, as well.

And every reader of *The Country Gentleman* pays for it in full in cash—either five cents the copy, or one dollar for three years—for it can be obtained in no other way.

The Country Gentleman

The Modern Farm Paper

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Country Gentleman
The Ladies' Home Journal *The Saturday Evening Post*



We have too much pride in our city to let advertisers think it a one-cylinder town that may be covered with one newspaper--- but it *can* be merchandised with its two evening media and two of its three Sunday papers. The Detroit Times contributes to this coverage 225,000 evening and 300,000 Sunday

Price Advertising with the Manufacturer as an Ally

How S. Karpen & Bros., Use the Reduced Price Appeal Twice a Year to Stimulate Buying and Build Prestige

By D. M. Hubbard

DURING one week last October, furniture retailers all over the country put a special merchandising effort back of Karpen furniture. They will do so again in April, 1926. The net result of the co-operation was a sizable spurt in sales which lasted for several weeks.

All of the advertising featured reduced prices. It speeded up hesitant buyers and moved merchandise off retailers' floors. However, the retailers made only about half their usual percentage of profit. The Karpens, themselves, just about broke even on the week's business. But even if they had lost some money, it would have been charged to "price advertising" and no one would have been alarmed. On the contrary, they would have looked on it as good business.

Price advertising is well understood and rather widely practiced by retail dealers who have a real right to call themselves merchants. Not so many manufacturers are familiar with it, and that is doubtless the reason why more of them miss the chance to get together with retailers oftener to make price advertising serve them. The smart dealer knows that nothing brings so many buyers into his store as well-known merchandise of quality offered as a leader for a short time at a price lower than is usually charged for that merchandise. They know, too, that this overcomes the disinclination to buy and that even though it involves selling for a time at less than the usual profit, or even at a slight loss, it can be made in the long run to increase the year's net profits.

Just what is meant by "price advertising" should be explained here to avoid misunderstanding. As an example, take the case of

the retailer who gets at retail \$35 each for a certain well-known day bed. The manufacturer's price to him in quantities of twelve or more will be around \$18.85 each. The dealer decides to make a special and buys 100 day beds, offering them at \$25 each. If he closes out the lot of 100 at this inviting price he takes in \$2,500. His costs, including overhead, should be about \$2,375, leaving him a net of about \$125. If he had cut the price to \$22.50 he would have had a loss of about \$75 to charge off. In other words "price advertising" would have cost him \$75.

HOW IT WORKS OUT

Offering a special for a limited number of days every few weeks and keeping careful record of exactly how he fares on each occasion, it is possible for the retail merchant to make his business show him a bigger net profit at the end of the year than he would make without specials. The reason is that his price advertising will draw people into his store. It stirs up buying and moves other merchandise, on which he makes his normal profits. Of course, the merchant who cuts prices on items which will not move of themselves deceives no one but himself. They do not advertise him for they don't attract buyers into the store. The only merchandise that really advertises a merchant is merchandise that is known, that offers real value and that actually brings people into the store because of the chance to buy known value at a favorable price.

It will be queer if this apparent advocacy of price cutting as a method of advertising does not arouse some spirited opposition among manufacturers who advertise a definite retail price for their products and try to maintain it

everywhere. Nevertheless, manufacturers like the Karpens recognize that the effective control of retail prices by the manufacturer is a long way down the road. The retailer wants business. When buying is sluggish he knows that he must pare prices to keep going. When it livens up, he feels that an occasional special at a reduced price will keep things humming and avoid let-downs. Can't the manufacturer co-operate with him here so that there will be a minimum and perhaps a final disappearance of reckless and foolish price slashing that disrupts retailing and makes nothing but trouble for manufacturers?

THE START OF THE PLAN

About four years ago, S. Karpen & Bros. set about building some plan for sales stimulation that would get more drive on the part of dealers back of the various Karpen lines of furniture. With the furniture industry, it is usually a case of feast or famine; there is no secret about that. Either the industry is making money hand over fist or it is down in the mouth. In any event, the buying public is continually faced with so-called retail furniture sales. These have become such travesties that the once credulous public no longer accepts them at face value. With some retailers, the year comes pretty close to being a procession of twelve successive sales, and the once ingenious reasons offered for these events have lost some of their plausibility, to say the least.

To put their retail distribution on a sounder basis and take their merchandise out of the sales class, the Karpens finally decided to offer the trade twice a year, for one week in April and one week in October, standard, up-to-the-minute Karpen quality furniture to be sold at a reduced price. As manufacturers, they counted on making little, if any profit on the furniture sold to retailers for these two events. At the same time, the retailer was expected to forego from 10 to 25 per cent of his usual profit on this merchandise, al-

though it was obvious that the retailer who hustled and advertised the Karpen Week would probably clear more than the usual week netted him, by reason of additional volume. The Karpens' profit came in the continuing force of the push put behind the line and the advertising effect of the week on dealers as well as retail buyers.

Here is how it all worked out: At the Karpen factories production was turned to a group of specials in chairs, davenport, upholstered and fibre lines. No skimping of quality was permitted. These specials were offered at the January market in 1922 for the first Karpen Week to be held in April of that year. Twice a year since that time, the company has cleared the decks for Karpen Week, putting all its merchandising and advertising strength back of specials which have been produced in sufficient volume to bring the price down. The dealer takes from 10 to 25 per cent less than normal profit. The company itself does well if it keeps out of the red. The result is price advertising in which the manufacturer co-operates with dealers to the limit.

"The real value of Karpen Week to us," says Adolph Karpen, secretary and treasurer of the firm, "lies in the manner in which it teaches dealers to concentrate on our lines long after the specials have been disposed of. Our dividends come in the form of growing dealer satisfaction. Of course we advertise the event. Besides advertising it ourselves, we do all that we can to induce the retailer to advertise it. The merchandise offered specially for the week is outstanding value. When merchants participate in the week and get into it in earnest they learn better than anyone could hope to teach them that ours is a good house to do business with and that our lines will make profits for them. Our furniture weeks have come to stay."

"Ordinarily we make no effort to set resale prices to the consumer for our merchandise. Some dealers have exclusive sales rights

We Give You More Than Good Wishes This New Year

The New Orleans Item-Tribune wishes for you this coming year happiness, prosperity, successful achievement.

The past year has been one of remarkable achievement for us—and we thank you for the part you played in making our progress possible—and profitable.

IN NEW ORLEANS IT IS
THE ITEM-TRIBUNE

New Orleans
Item-Tribune

in a city. In other cases, we set certain territorial limits and sometimes there is no restriction placed on where a dealer can sell. During Karpen Week, however, we suggest resale prices. I presume there is some abuse of our policy of leaving the question of how much he will sell Karpen furniture for to the dealer's judgment; but I believe there would be quite as much abuse which we could not control any better than we do now if we were to try to fix retail prices. It is always questionable wisdom to make rules that can't be enforced.

"With a chance to reduce prices twice a year that we concur in and approve, and that is what Karpen Week amounts to, I believe that a dealer who wants to make money will be satisfied to keep his prices at a fair level which will let him live and enjoy normal prosperity in his community. If dealers were in the habit of selling our lines at prices representing less than normal profits, I do not think they would be so eager to take advantage of the special price reductions offered twice a year. As it is, I doubt strongly if dealers would let us give up Karpen Week even if we wanted to do it."

When the company goes to a retail furniture dealer with its first announcements of specials that he can offer to his customers at price reductions, it is made plain to him that the whole affair is no more or no less than an advertising opportunity. He is made to see it as a chance to break down buying-resistance, to get people into the store and thaw out frozen pocketbooks. The Karpens naturally point out what they are going to do in the way of newspaper advertising in trading centres and periodical advertising. A striking catalogue is prepared for the dealer. This shows the dealer the items being offered as leaders and, of course, helps sell him on the event. It performs still another duty, however, for he can distribute it to buyers with the prices a purchaser would ordinarily expect to pay for merchandise of the character illustrated

and described. A special sticker on the cover of the catalogue or a discount sheet shows what the amount of the price reduction actually is.

Dealers have a big choice of advertising copy prepared by the Karpens for this week of price reductions. It ranges all the way from full newspaper pages down to 100 line copy. Other helps are window cards, special price tags and reproductions of Karpen national color advertising. Each dealer gets, without any charge, several thousand copies of the catalogue already mentioned with his name imprinted. If he needs larger quantities they are available at cost.

Just as a piece of steel that is put in the fire gets hottest some time after it has been subjected to the greatest heat, so does the price advertising by Karpen dealers stimulate sales most following the time of actual price reductions. In the first place, the company finds that dealers for two weeks talk Karpen merchandise almost exclusively. It gets their attention on Karpen lines and on the house itself. That attention does not terminate sharply on the final night of Karpen Week. Dealers see buyers in their stores and they know what has brought them there. The result? Accumulated prestige for the manufacturer, prestige that he is buying, to be sure, but prestige that he needs and for which he is willing to pay a fair price.

The manufacturer who condemns price cutting on the part of retailers is, of course, entitled to his own views. Doubtless, many of those views will be unaffected by anything that the Karpens have done in this direction. They hold no brief for the chronic price cutter, it should be remembered. What they are trying to do is to get together with the retail dealer and hold his good-will by satisfying his appetite for price reductions in such a way that foolish price cutting may be reduced to its lowest point. Their aim is gradually to work away from price cutting by substituting price advertising for it.



1925
Our Biggest Year

**38,225 lines
GAIN**

over 1924

(and 1924 Gained 24,107 lines over 1923)

Show ing again the increasing usefulness of NATION'S BUSINESS as one of the good Tools of Advertising!

**NATION'S
BUSINESS**

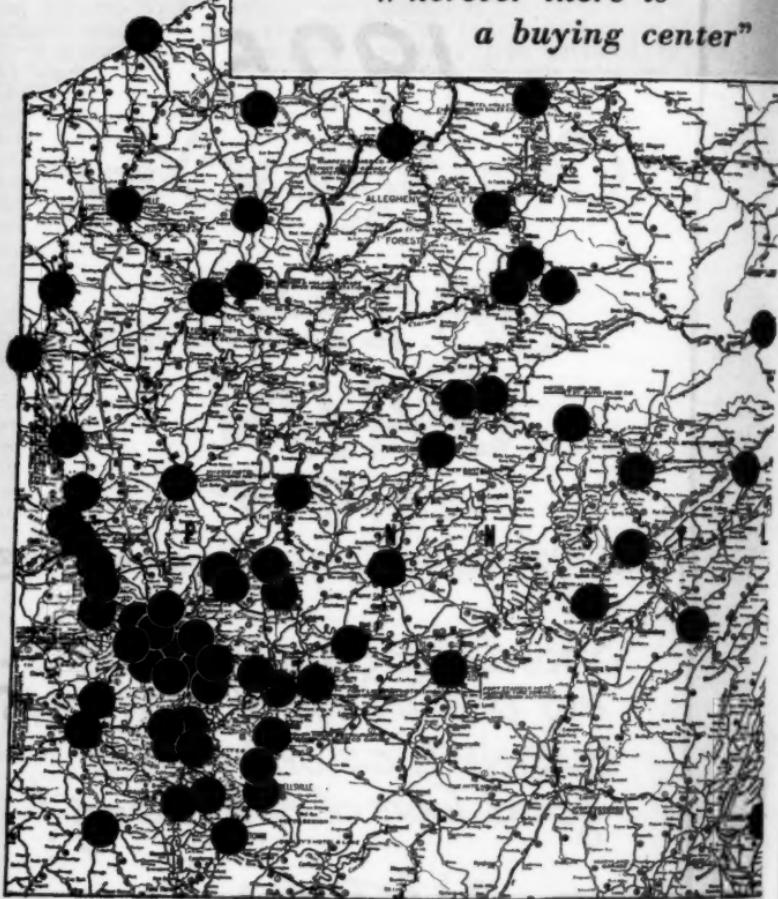
Washington

more than **210,000 Circulation**
Member (ABC)

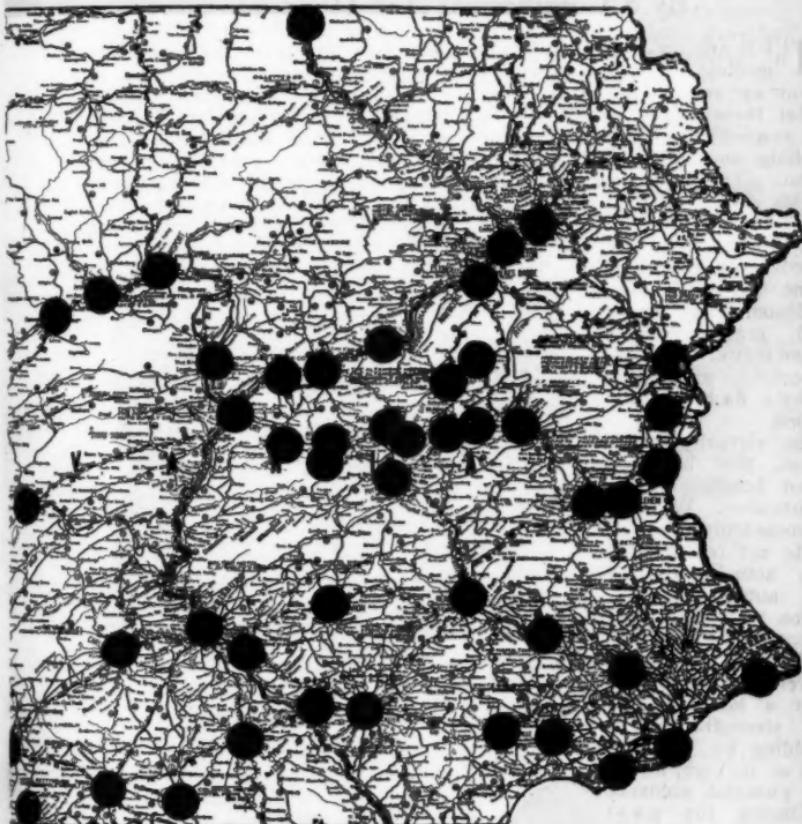
Dec. 31, 1925



*"Wherever there is
a buying center"*



**Pennsylvania—
114 Elks Clubs—
66,793 Members**



Every member a reader, owner of

The Elks Magazine

**The Largest Magazine for Men
850,000 Identified Subscribers**

50 East 42nd Street New York City

Give the Headline a Layout of Its Own

The Caption Deserves a Special Setting

By a Commercial Art Manager

HERE are six words used in a headline for Biflex bumpers: "Your car and another car collide!"

Set these words up in type in the conventional way, and there is nothing unusually dramatic about them. The advertiser, however, builds a little playlet around that sentence. Splitting the sentence into three parts, the words are made to come into a headlong collision. They smash and crash, coming from entirely different directions, and speed lines flash out the action.

In virtually every sense, this hand-lettered headline is an illustration. Words become truly pictorial. I do not believe that any actual scene of an automobile collision would be more spectacular.

Advertisers are discovering to what extent a headline may be strengthened by building for it a layout of its own, a sort of pictorial scenario.

During the past month, a page for the Hoover vacuum cleaner has attracted much attention due entirely to the novel staging of the headline. It is not recalled that anything of a similar character has ever been employed before.

A husband, on one side of the page, full length, smiles across at his wife, who holds the new sweeper. And she is saying to him, proudly: "I bought it with my own savings." The text of the headline is significant, important, as

related to the text which follows immediately after.

By a singularly effective hand-lettered device, the sentence is made to swing across the page, between the two fingers, winging its way from the wife to the husband. In doing this, the artist has given motion to the letters, making them



The HOOVER

It BEATS... as it Sweeps... as it Cleans

"THE HOOVER DUST REMOVAL SYSTEM." This is a system of dust removal which makes it possible to remove dirt and dust from any surface. The system consists of a central unit which is connected to a series of pipes and hoses. These pipes and hoses are connected to various parts of the house, such as the floor, walls, ceiling, etc. The system is designed to remove dirt and dust from the entire house, making it easy to clean all the furniture, carpets, etc. and the floor.



THE HOOVER COMPANY, NORTH CHICAGO, ILLINOIS • THE HOOVER DUST REMOVAL SYSTEM. TRADE MARK OF HOOVER COMPANY. THE HOOVER is also sold in Canada, in Australia, in New Zealand, in South Africa, in South America, in Europe, and in Japan.

OBSERVE HOW THE EFFECTIVENESS OF THE HEADLINE IS MULTIPLIED BY THE NOVEL ARRANGEMENT

take a circular formation as they leave the wife's lips and head in the opposite direction. I venture the assertion that here is a headline which it is compulsory for all to read. There is no escaping it.

Another equally interesting instance is found in a Chrysler automobile advertisement. The headline is rather involved and

long. It is placed in top position. However, it is relieved of its monotony by the staging of the words.

Three important statements make up the headlines: "58 miles per hour. 25 miles to the gallon. 5 to 25 miles in 8 seconds." A target, in gray tempera, occupied the left-hand side of the page, and is marked "performance." Three speeding arrows strike the bull's-eye, and into them, as an actual part of them, the three sentences are hand-lettered, also in action. They reach their mark and carry the eye along with them.

"And soon," headlines a railroad advertisement, with special reference to Florida objectives, "you will be in the land of palms and sunshine." The headline diminishes in size until the final letters of the final word disappear in a cluster of palms and of shimmering sunlight.

It is interesting to observe how, in using the one word, "Power," as a headline throughout a connected series, one of the automobile institutions has managed so to letter this word that it becomes a living symbol of itself.

"Don't get tangled in the traffic," reads another exceedingly unique hand-lettered headline. Here the artist takes the first two words, and the final three, and runs them along in perfect order but in the case of "traffic" the individual letters suddenly break formation and are mixed up in a grand jumble to suggest confusion.

"Always and forever, light is an invitation to cheerfulness," runs another headline. And the phrase is enlivened by a simple expedient. Every letter is in heavy black and is solid with the exception of "light"

which is drawn in outline, and surrounded by flashes. This is an excellent example of a headline with a layout of its own.

Using a headline which was a quotation from a well-known song, another advertiser superimposes these words over a light gray bar of music, and instantly the phrase sings its way along.



Only Chrysler Four Combines These Performance Abilities

The Chrysler Four combines performance—both the driver and passenger—of the highest quality in the automobile and automobile literature—literally leaves no alternative in its field.

Today's modern build resulting of every type over the Chrysler Four price range which area closely approaches to supreme combination of performance and economy.

In speed, the Chrysler Four gives you a very standard—58 miles an hour, achieving this in a single gear for a maximum speed, but for longer and other paths, as long as you like.

When you would dash away ahead of the crowd in traffic, the Chrysler Four would use from 5 to 25 miles to the gallon, depending on the road, the weather and driving conditions.

Yet, with all the super-power necessary for such speed, the Chrysler Four is a smooth, comfortable passenger car.

Any one of these exceptional abilities would be sufficient evidence of value for any consideration except the fact that the sum total of these qualities is the unique Chrysler Four transmission quality—smooth.

Any Chrysler dealer is eager to offer you the opportunity of proving the superiority of this different Four. We ask you to ride in the car—drive it—see it—feel it—smell it—listen to it—experience the power, the smooth operation, and even more particularly, in riding smoothness and comfort. Then we believe you will immediately share the enthusiasm of the men who buy the cars.

CHRYSLER SALES CORPORATION, DETROIT, MICHIGAN
CHRYSLER CORPORATION OF CANADA, LONDON, ONTARIO, ONT.

CHRYSLER FOUR

CHRYSLER EVOLVES A MOST UNUSUAL LAYOUT FOR ITS HEADLINE

"Colds, colds, colds, one right after another," headlines a Glyco-Thymoline advertisement, and a certain amount of emphasis and pictorial composition is arrived at by the simple expedient of gradually increasing the size of the thrice repeated word, until in its final showing it is very large indeed.

"New Grace of Line," reads a phrase of an automobile, and by the grace of line in the drawing of the lettering, delicate, charming, airily poised, the sentence expresses itself in duplicate.

One of the recent Western Electric advertisements carried the

headline: "Cast Iron and Platinum—precious metals, both." But the sentence would not be particularly spectacular without its handling. "Cast Iron" is so drawn that it faithfully suggests the ruggedness of the metal; "Platinum," on the other hand, is sketched delicately, decoratively, and in turn, suggests the precious metal.

"Bumpety-Bump go those four tires, over the ruts and into them," is a headline which inherently admits of layout possibilities. The letters are so drawn that they bump along, as if in ruts, although no road is shown. The effect on the eye is strangely suggestive. You feel motion and discomfort as you look at them. Here again, the pictorial is in evidence.

In order to put headlines through these tricks it is necessary to devote more space to the caption than is commonly done. They must be given elbow room. They must be treated as seriously as the most important illustration.

"Climbing up and up, to the highest roads" reads a headline which is made to do that very thing. With perspective as an aid, the letters actually climb up to an imaginary peak against white space, and you seem to see motion in the words as they speed upward.

There is as much reason to employ spectacular headlines as to use spectacular illustrations. It merely means added emphasis of a perfectly legitimate character. It is easy to believe that if 80 per cent of current headlines are in type and conventionally arranged, a dramatized headline of pictorial value will surely claim an added measure of interest and attention.

The headline should be permitted to act upon a stage of its own. It should be graced by footlights and costumes and a special setting. The importance of the opening message is enough to warrant this treatment.

Appoints Devine-MacQuoid Company

The San Diego, Calif., *Independent* has appointed the Devine-MacQuoid Company, Inc., publishers' representative, New York, as its national advertising representative.

Hurley Company Elects S. D. Heed President

S. D. Heed has been elected president of the board of directors of the Hurley Machine Company, Chicago. Niel C. Hurley, who has been president for twenty years, becomes chairman of the board, while Edward N. Hurley, previously chairman, becomes chairman of the executive committee.

Mr. Heed has been vice-president and general manager of the Union Gas and Electric Company, Cincinnati, for the last five years. He is also vice-president of the Columbia Engineering and Management Company, New York.

A special meeting of the stockholders will be held for the purpose of acting on the questions of changing the name of the company from the Hurley Machine Company to the Electric Household Utilities Corporation, and of changing its capital structure.

These changes are steps in a program of business expansion which provides for the addition of other electrical appliances, including a new electric refrigerator which will be introduced in the near future.

New Accounts for Holub & Kingon

Holub & Kingon, New York, advertising, have been appointed to direct the advertising of the following accounts: Deutz & Ortenberg, gowns; Jules Weil, Inc., millinery; Allman Gas Engine & Machine Company; S. Greenstein & Sons, furniture manufacturer, and the New York Chair Company. Business paper and direct-mail advertising will be used for these accounts, which are located at New York.

Oklahoma Furniture Buyers Form Association

Retail furniture dealers of Oklahoma have organized the Furniture Buyers Association, Inc., for the purpose of co-operative buying. Headquarters will be established at Oklahoma City on January 1. W. M. Longmire is president and B. F. Wood is manager and buyer.

Eureka Vacuum Cleaner Net Profits Higher

The Eureka Vacuum Cleaner Company, Detroit, reports net profits of \$1,012,945, after charges, for the ten months of 1925, against \$916,059 for the same period in 1924. October net profits were \$138,763.

A. J. Millard with Burton E. Vaughan

Austin J. Millard, recently assistant to the advertising manager of The Permit Company, New York, is now with Burton E. Vaughan, Little Rock, Ark., advertising counselor.



Reaching Representative Citizens of the Nation in one Medium—

MIA MIAMI this winter will entertain the greatest number of visitors in the history of any American city. These visitors are representative citizens of the nation. They have money to spend . . . and they are potential prospects for every human need and desire.

To reach this vast, cosmopolitan audience you must use the Miami Herald because the Herald has the greatest circulation in Miami and Lower East Coast Territory—the mecca of seventy-five percent of all winter visitors—and the winter residence of thousands of America's wealthiest families.

The **Miami Herald**

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, *Publisher*

Dec. 31, 1925

Design Copyright Bill Introduced in House

*Washington Bureau
of PRINTERS' INK*

LAST week Congressman Vester's bill for the copyright registration of designs (H. R. 6249) was introduced in the House. It provides that the author of any design, or the legal representative or assignee of the author, may secure a copyright upon the registration of the design in the copyright office.

The bill defines the word "design" as any conception in relation to a manufactured product, either as to pattern, shape, or form, which is original in its application to or embodiment in such manufactured product, and is for the purpose of ornamentation, or surface or other decoration; or any such conception in dies, molds or devices for adapting a manufactured product for use in producing an artistic or ornamental effect.

The bill then surrounds the copyright with the protection afforded by all similar laws and requires the copyrighted product to be marked with the phrase, "Design Registered, U. S." with or without the number of the registration entry. When the nature of the product will not permit the affixing of this mark in full, it may be abbreviated, "D, Rgd." or with a symbol consisting of a small circle enclosing a figure one, with or without the number of the registration. On products which might be marred by these marks, it is provided that a label or tag bearing the notice shall be attached to the product.

Under the act, registration of designs does not constitute any waiver or abandonment of any trade-mark rights in the design registered.

For the registration of any design for a first term of two years, a fee of \$2 is required. This period may be extended to twenty years for a fee of \$20.

The bill also provides for a

Catalogue of Copyright Entries, which is to be prepared under the provisions of the act of March 4, 1909, and requires that each extension registration shall be described in the catalogue and further identified by a reproduction of the design. The periodic issue of this catalogue may be subscribed for, as provided in the act, and the catalogue shall be admitted in any court as evidence of the facts therein stated, as regards any copyright registration for a design made under the provisions of the bill.

Barnet Leather Advances F. X. Wholley

F. X. Wholley, who has been advertising manager of the Barnet Leather Company, Inc., New York, has been made assistant to the president, in charge of advertising and selling. He also directs the advertising and merchandising of the Northwestern Leather Company Trust, maker of "Elko." Increased campaigns are planned for both companies.

Advertising Business Started at Syracuse

Arthur J. Brewster, who has been, for thirteen years, advertising manager of the L. C. Smith & Bros. Typewriter Company, has started an advertising business of his own at Syracuse, N. Y. He will continue as head of the advertising and selling department of the College of Business Administration, Syracuse University.

W. E. Kraft Leaves Pacific Coast Agency

Warren E. Kraft, who has been co-manager of the San Francisco office of the Botsford-Constantine Company, advertising agency, has resigned. He has been with this agency for the last six years.

Jewel Tea Sales Gain

The Jewel Tea Company, Chicago, reports sales of \$12,672,320 for the first forty-eight weeks of 1925, compared with \$12,440,538 in the same period of 1924, an increase of \$231,782. The number of sales routes for this period was 1,042 in 1925 against 1,023 last year.

"Drug Jobbers Salesman" Changes Name

Effective with the January issue, the name of the *Drug Jobbers Salesman*, published by the Topics Publishing Company, New York, will be changed to the *Wholesale Druggist*.

"Changing the National Consciousness"

That is a big term—for a big thing. Mr. Richard Surrey, in the December 10th issue of Printers' Ink, tells in graphic style how it is being done.

"Child appeal." Reaching the parents through the children. That's the answer.

Henry Ford used two booklets—"The Land of Getwuntoo" and "The Way to Getwuntoo." The American Radiator Company sent out "Arcoland." All are written in clever rhyming fashion and illustrated in colors.

The same set of brains that produced these unique books is available to other national advertisers. Write or telephone to

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Apropos of 1926

"It's all in the state of mind"

JUST to digress, for a moment, from the serious discussion of the problems of advertising, Lord & Thomas offers, as a thought for the coming year, the lines on the opposite page, which appeared recently in one of the magazines.

From a poetical standpoint, it may fall short. But it embodies, far more importantly, an "idea"—

—an "idea" which, we believe, applies to the successful pursuit of all lines of endeavor; and to none more so than men engaged in salesmanship, whether the product they sell be bonds or bridges, soaps or soups, paints or French lingerie; and whether the form of salesmanship they employ be the spoken or the printed word.

That is because it is fundamentally true that "the man who wins is the fellow who thinks he can."

That the salesman who sells is the man "who thinks he can."

That the advertisement which sells is the advertisement which subtly conveys to the millions that it's a winning "ad."

It's All in the State of Mind

If you think you are beaten, you are;
 If you think you dare not, you don't;
 If you think you'd like to win, but you can't,
 It's almost a "cinch" you won't;
 If you think you'll lose, you've lost,
 For out in the world you'll find
 Success begins with a fellow's will—
 It's all in the state of mind.

Full many a race is lost
 Ere even a race is run,
 And many a coward fails
 Ere even his work's begun.
 Think big, and your deeds will grow,
 Think small and you fall behind,
 Think that you can, and you will;
 It's all in the state of mind.

If you think you are outclassed, you are;
 You've got to think high to rise;
 You've got to be sure of yourself before
 You can ever win a prize.
 Life's battle doesn't always go
 To the stronger or faster man;
 But sooner or later, the man who wins
 Is the fellow who thinks he can.

—Author Unknown

LORD & THOMAS

NEW YORK
247 Park Avenue

LOS ANGELES
1151 South Broadway

Advertising

LONDON, ENGLAND
Victoria Embankment

CHICAGO
400 North Michigan Avenue

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

Dec. 31, 1925

You can't flirt with
your advertising
plans—you have to
marry them.

**McJunkin
Advertising Company**

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

Don't Be Afraid to Make That Dealer Manual Complete

Get All the Material You Can from Everybody You Know and Then Put It in the Book

By W. B. Edwards

I HAVE examined many dealer manuals which have come to me in the mails. They were of all sizes and thicknesses, with the small ones predominating. On the other hand, I have had several of my dealer acquaintances show me the manuals which they and their clerks made genuine use of. There have been only a few of these and, with just one exception, they were all rather bulky books.

Now I don't deduce from this that the secret of success in compiling dealer manuals is to give them every appearance of an encyclopedia. The information which goes between the two covers is the only thing that really counts. However, it does seem that there is no ground for the common belief that the dealer manual must be cut, and blue-penciled and pared until it is nothing more than a skeletonized outline of the information which the manufacturer has in his possession and which ought to be in the heads of retailers and their clerks.

In other words, if an examination of the manuals which several retailers have told me were mighty useful to them proves anything, it proves that manufacturers need not be afraid to make their dealer manuals complete—in fact, the more complete the better. That was my conclusion and, naturally, it was pleasing to learn that the experiences of The Daniel Hays Company, glove maker of Gloversville, N. Y., bear it out. This advertiser recently completed a dealer manual which is said to be the first volume to embrace the complete story of gloves, their manufacture and sale. Other glove manufacturers have told part of the story. But Hays appears to be the first to go back to the year one and tell everything

that has happened in the glove trade since.

These books have been distributed to the Hays dealer list and to the Hays prospect list. That left a fair supply of books on hand to fill requests from various sources. This supply has been fading fast. The bulk of these requests have been coming from dealers who wished duplicate copies. Doesn't that speak well for the dealer manual which is made complete?

All right, then. We are going to make the manual a complete work. Where shall we go for the information? The agency which prepared the Hays manual spent a year on it. During this time, a large number of sources of information were approached.

SEARCH GOES WAY BACK

The search dates back to the earlier part of the last century, or certainly as far back as 1854 when Daniel Hays began the manufacture of gloves under his own name. The records of The Daniel Hays Company, the correspondence files, the libraries of the Hays heirs were despoiled of their trade secrets. The best knowledge of the oldest craftsmen in the Hays employ—many of whom are beginning their second half century of service—was drawn alike from willing and unwilling tongues.

Light on the subject of gloves was sought and found, glimmer by glimmer, in dusty tomes that had evidently lain forgotten on public library shelves in various cities. Even the British press contributed to the Hays manual.

Encyclopedias, ancient and modern, came in for their share of thumbing. Also, every available private library that gave promise of harboring little-known or contested points on leather or glove

Dec. 31, 1925

making was rigidly inspected. The reports and files of the United States Department of Commerce and the Department of Agriculture were found to be prolific of material. The business papers of the clothing and allied files were splendid sources of data. The Glove Industries Advertising Committee, the National Association of Glove and Mitten Manufacturers and the National Vigilance Committee of the Associated Advertising Clubs of the World, all contributed to the manual.

Questionnaires were sent to a long list of carefully-selected Hays dealers, including large department stores, chain haberdashers and the neighborhood men's shops in every part of the country. The purpose of the questionnaire was to find out what questions people asked when they bought gloves and which of these questions were the most difficult to answer. Much correspondence was also indulged in with manufacturers of glove machinery, tanners and importers of hides. And finally, the printed literature of certain manufacturers in related lines was carefully studied.

The result of all this work is a manual comprising thirty-two pages. The size of the text page is approximately seven by ten inches. Small-size type is used and consequently it has been possible to cram an astounding amount of information into the thirty-two pages.

The foreword says, in part:

Because of the nature of this book, we have tried studiously to avoid frequent mention of The Daniel Hays Company by name. Our chief purpose has been to provide a reference work of authentic and dependable character—free from partisan views and propaganda of the sort that is too obviously selfish.

The outstanding thought developed in this edition is that sales knowledge is in fact a sales instrument. Believing that a well informed sales clerk always produces more satisfactory business, we have dwelt lengthily upon the origin, variety and processes of glove making, with the intention of providing interesting and helpful material to put in the hands of the floor salesmen. While its purpose has been to gain the attentive study of the sales force, our contents also sought to be so comprehensive as to be of real service to the most skilled and experienced buyer of gloves.

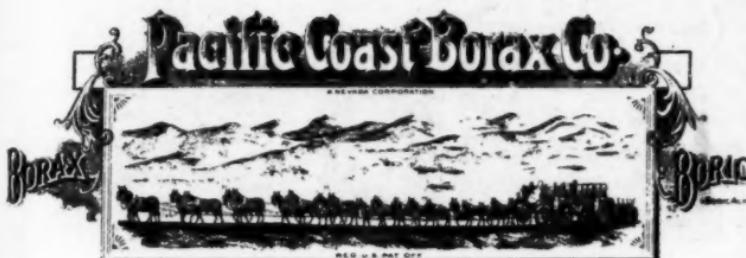
The book opens with a brief history of the city of Gloversville and an invitation to visit Gloversville and see how gloves are made. It then launches into an interesting outline of the evolution of history of gloves. This is followed by a chapter on the origin and development of glove leathers. After that comes an intensely interesting chapter concerning the tanning of glove leathers. This is how the subject is introduced:

"As we have already observed, the object of tanning is to treat the raw skin so as to preserve it and keep it from putrefying; and to make it soft, durable and attractive in finish. Tanning is one of the most interesting and one of the earliest arts learned by man.

"It is known that both the Egyptians and Chinese knew how to tan leather effectively as much as 3,000 years ago. The most primitive method of curing skins was by smoking them and then rubbing in different animal oils. The American Indian method, working generally with deerskins, was to scrape clean both the hair and flesh surfaces and then to pound into the skin a mixture of the animal's brains and fibrated soap root, and no modern method of deerskin tanning has ever produced finer, softer leather. Other methods (old European) included the use of alum, sour milk, oil and the bark of trees.

"It was not until a comparatively recent date that tanning was discovered to be really a chemical process that changes the entire nature of a skin in producing leather. And even now, with a knowledge of the chemistry of the operation, there has been no great improvement in the quality of leather resulting. The principal benefit of modern knowledge is obtained from certain economies, quicker and more uniform results. However, the proper tannage of glove leather still requires from eight weeks to six months of handling and working.

"Skins are received in practically a raw state at the tannery, with their wool or hair still on, but cured in some manner to



WILMINGTON, CALIF
(LOS ANGELES HARBOUR)

December 15th, 1925

The Arizona Republican,
Phoenix, Arizona.

Gentlemen:

This is the first time, since returning to my office, that I have had a chance to pick up the loose ends of our experiment of introducing our new soap chips in Phoenix. In checking over the events that established us on your market we find that the satisfaction we now have that our product and merchandising is right, is due in a great measure to the things you have done for us.

We have summarized it all to show that we remember and fully appreciate this unusual cooperation:

You established jobbing connections for us.
You supplied water sample for analysis.
You furnished us with route list of grocers.
You prepared portfolios of the advertisements.
You mailed an illustrated letter to the trade telling them of our advertising and product.
You made a Borax Chip display in your own window.
And you served us in an advisory capacity in every conceivable way that acquainted us with the various phases of the local situation.

If any concern entering your market wouldn't be tickled with the multitude of things you think of to do for them, they've never heard of the word "appreciation". Don't fail to visit us when you come over to the coast.

Yours very truly,
PACIFIC COAST BORAX COMPANY
BY *Rotadex*

ERH:RT

Dec. 31, 1925



**It's a joy to merchandise advertising
like this—because the dealer
is so responsive !**

Better than half the profit of your national consumer advertising comes from your ability to merchandise it TO and THROUGH your local dealer or distributor.

MOTORIST CLASS GROUP

offers you the greatest, simplest, most direct merchandising link between your national advertising and the actual dealer-to-consumer sale.

- 1.—100% motorist circulation. (No waste)
- 2.—Concentrated in vital merchandising zones.
- 3.—Intimate local editorial color for each zone creating maximum reader interest and utility.
- 4.—The supplemental advertisements of your dealers may appear in the local section in the same issue.

At last the automotive industry has achieved the economy of no waste circulation and a direct merchandising tie-up with the dealer.

No agency, no advertising manager, no advertiser can afford to close his ears to this NEW STEP in automotive merchandising economics. Details gladly furnished on request.

2

STANDARD CLASS PUBLICATIONS, Inc.

Executive and Publication Offices

523 Plymouth Court (Telephone Harrison 5250)
CHICAGO, ILLINOIS

**HAL T. BOULDEN
& ASSOCIATES INC.**
50 Vanderbilt Ave.
New York
*Eastern Advertising
Representatives*

**DETROIT,
MICHIGAN**
801 Penobscott Bldg.
**CLEVELAND,
OHIO**
811 Finance Bldg.



prevent decomposition and damage by worms. Oftentimes they are sprinkled with naphthalene to prevent the attack of grubs and other insects. The selection, transportation and importation of skins for glove leathers is a subject all by itself and one to which a great deal of space might be given.

"The skins arrive at the tannery in various sized bales and casks, salted, sundried, or in brine, according to the custom and facilities of the part of the world they come from. All skins are subject to certain preliminary treatments before they are ready for actual tanning. The preliminary operations are to remove the hair or wool, animal fat and flesh, hair cells and sweat glands—all unessential to the leather and which would prevent the ready penetration of tanning liquors and dyes."

MANY HELPFUL PICTURES

The next chapter has to do with the manufacture of a glove. This chapter has some splendid illustrations which serve to make the text more easily understood and absorbed. From this point on, the book deals with gloves as a merchandising proposition. The first chapter on this phase of the subject is captioned: "The Glove Department and its Profitable Operation." Then comes a chapter addressed specifically to retail salesmen. This chapter is subdivided into various specific selling hints and suggestions. The following excerpt shows how these selling tips are discussed:

"Unless a customer asks for a particular kind of leather, about the very first thing you can do is to find out what use he intends to put the new gloves to. If he wants a dress glove, that leaves the work or sport out of consideration. You can find out all this while you're measuring his hand. Don't ask the size, because the customer doesn't know. It's your job to pick the size in the particular kind of glove he wants. It's a matter of only a few seconds to get his size with your glove measure. Then, it's good business to lay out three or four pairs of different

leathers, if he's a dress glove customer.

"For example, you might show him a Buckskin, a Pigskin, a Cape and a Mocha. He'll put one or two of them out of the running by saying that he doesn't want a velvet-finished glove, or that he does. You can augment the line he is still considering by an additional sample or two. You ought to find out here if he expects to use the gloves for driving—if he does, that fact will tell you that the glove should be fitted more loosely than usual and that it should be a good wearing one. Pick out the good wearing ones. Your choice in this instance might favor either the Buckskin or Pigskin. He'll select the one he likes.

"Now's your chance to explain quietly and convincingly the leathers and why you recommend them. If you start telling a customer about leathers, tell it with conviction, and as interestingly as you can do it. Make him respect you and your information.

"You'll get the confidence of your customer if you 'why' your sales talk. People like to know the 'why' of things. They want to know what's going to happen to them and to a glove. 'How come' is a Southern slang expression, but it speaks volumes. 'How come' this glove is better than the other for the purpose I'm going to use it?"—How come the price is higher?"—How come more money?" Tell him. From your knowledge of how gloves are made, the origin and importation of the skins, their working, tanning, coloring, and making, you can tell him what makes a quality glove cost more."

Other chapter headings are: "Fitting, Putting On and Taking Off"; "Honest Leathers vs. Clever Substitutes"; "The Woman as a Customer in Men's Stores"; "Glove Linings"; "The Glove Guarantee"; "Washability of Gloves"; "Glove Adjustments and Repair Service."

This, then, is a complete dealer manual. It presents just about as much information as the Hays company thought dealers and their

clerks ought to have. In other words, the ruling consideration in compiling the book was not "How much will dealers read?" Instead, the principal thing considered was: "How much ought dealers and clerks know?"

"Bigger sales come from better knowledge," claims Hays. And to back up their belief in this statement they have issued a manual which will give anyone connected with retail glove selling just about all the knowledge that is necessary to help make the glove department a successful one.

State Associations Unite to Advertise Indiana

Indiana is organized now for advertising its resources through the Indiana Development Council, a federated effort of more than two dozen associations representing various interests of the State.

While the council is advisory in character, its work will pave the way, it is believed, for effective advertising of the State's assets. The new council is made up of representatives of commerce, industry, finance, agriculture, civic, patriotic and educational groups of the State.

The operating agency of the council is the Indiana State Chamber of Commerce. The State's Chamber board includes directors from thirty-two leading cities. Business and commercial bodies in approximately seventy cities are affiliated members of the chamber and have agreed to co-operate for unified, State-wide promotion and advertising of the State.

A budget of \$50,000 is to be raised under the direction of the council to carry on the 1926 program. Of this amount one-fifth will be used to survey present conditions under existing fact-finding agencies. The remainder of the budget is to be used for various mediums of advertising, such as newspaper, magazine, direct mail and outdoor advertising.

New Account for Olson & Enzinger

The Vorclone Company, Milwaukee, has appointed Olson & Enzinger, Inc., advertising agency of that city, to direct its advertising account. This company manufactures the Vorclone Dry-by-Air Tumblers, used by laundries, dry-cleaners, hotels and hospitals.

S. H. Bowen, Eastern Manager of "College Humor"

Scott H. Bowen, who has been with the Condé Nast Publications, Inc., New York, for several years, has been appointed Eastern manager of *College Humor*, also of New York.

R. M. Vandivert Appointed by du Pont

R. M. Vandivert has been appointed advertising and sales promotion manager of the Fabrikoid division of E. I. du Pont de Nemours & Company, at Newburgh, N. Y. He was formerly with the national advertising division of the Hearst newspaper organization.

Dudley Alleman to Manage Roy Flynt Service

Dudley Alleman, former manager and editor of the *Maine Farmer*, has joined the Roy Flynt Advertising Service, Augusta, Me., as general manager. He also had been with the *National Stockman and Farmer*, Pittsburgh.

Sar-A-Lee Account for Brennan-Phelps

The Sar-A-Lee Company, Cleveland, manufacturer of Sar-A-Lee sandwich spread and other products, has appointed The Brennan-Phelps Company, Chicago advertising agency, to direct its advertising account.

Louis K. Liggett Sales Larger

November sales of the Louis K. Liggett Company, New York, a subsidiary of the United Drug Company, chain drug stores, amounted to \$3,648,527. This compares with \$3,071,513 in November, 1924, an increase of \$577,014, or 18.7 per cent.

W. M. Stedman Joins Torchiana Agency

W. M. Stedman, until recently with Photoplay, New York, has become associated with Torchiana, Inc., advertising agency of that city. He was formerly with Sweeney & Price, Boston.

H. A. Condie with Montreal Agency

H. A. Condie has joined the Montreal office of the Consolidated Advertising Service, Toronto, Ont. He was formerly with the Advertising Service Co., Ltd., Montreal.

Don Topping with Asheville, N. C., Agency

Don Topping has joined Edwin L. Gill, Asheville, N. C., advertising agency, and will be in charge of the art department.

Starts Advertising Service at Detroit

R. Marshall, former publisher of *Concrete*, Chicago, has started an advertising service at Detroit.



BLACK·STARR & FROST

Just as Chippendale and Sheraton drew upon the Chinese for a touch of exotic grace in furniture design, the modern creator of vanity cases finds inspiration in the Chinese spirit for form and color.

JEWELERS FOR 112 YEARS
FIFTH AVENUE • CORNER 48TH STREET • NEW YORK

Every-issue Advertisers in Vanity Fair

When Black, Starr & Frost determined to heighten their 112 years' prestige and success by advertising in magazines reaching their customers, and customers they would be glad to add, *Vanity Fair* was chosen to carry their first advertising. And they have been represented by a page in every issue of *Vanity Fair* since then.



Dec. 31, 1925



THE · P U B L I C A T I O N S · O F · H E



LIVE STOCK farming is agriculture at its best. The man who farms the live stock way is invariably a farm owner, a prosperous and substantial citizen.

¶ Cattle, hogs and sheep are highest since 1920 and the outlook is for a profitable level of prices for a period of years to come.

¶ The live stock field is now releasing its enormous buying power. Make your sales appeal to this rich, responsive market through the publications of the live stock industry—THE CORN BELT FARM DAILIES.

Corn Belt

Dec. 31, 1925

PRINTERS' INK

81

OF THE LIVE STOCK INDUSTRY



Daily Drovers Journal, Chicago
 Daily Journal-Stockman, Omaha
 Daily Drovers Telegram, Kansas City
 Daily Live Stock Reporter, St. Louis

*Combined Circulation—More than 100,000 Guaranteed
 Subscription Price—Each publication \$5.00 per year
 Combination Advertising Rate—35 cents per line flat
 Unit Service—One Order, One Plate, One Bill*

*General Advertising Office:
 THE CORN BELT FARM DAILIES*
 836 Exchange Ave., Chicago W. E. HUTCHINSON, Adv. Mgr.
Eastern Office: Paul W. and Guy F. Minnick
 35 W. 42nd St., New York



Farm Dailies

REG. U. S. PAT. OFF.

Dec. 31, 1925

MAKE THIS YOUR NEW YEAR'S RESOLUTION—

To
INCLUDE THE

News League of Ohio

ON ALL ADVERTISING
SCHEDULES FOR 1926

THE DAYTON NEWS
THE SPRINGFIELD NEWS
THE CANTON NEWS

SOLD IN COMBINATION

N.B.

DAYTON, SPRINGFIELD AND
CANTON CAN ONLY BE SUCCESS-
FULLY COVERED THROUGH
*The News League of
Ohio*

National Advertising Representatives

I. A. KLEIN
NEW YORK

A. J. NORRIS HILL

San Francisco

CHICAGO

Los Angeles

The Mailing List as a Source of Waste

FRANK PRESBREY Co.
NEW YORK, DEC. 13, 1925.

Editor of PRINTERS' INK:

I have been thinking for some time that I would suggest an editorial on the subject of waste among direct-mail advertisers.

This waste is very large, not only in actual printing and paper but in the influence upon the persons to whom the direct-mail matter is addressed. More than that, it costs the Post Office Department a vast amount of time which is wasted.

I have particular reference to the fact that certain direct-mail advertisers do not take the trouble to check up their lists of addresses but use an old list year in and year out. I am constantly receiving at my residence letters and circulars addressed to my previous residence, from which I moved three years ago, and occasionally I receive them re-addressed from my residence of eight years ago.

This agency has been in its present location for two years and four months and our secretary, Mr. Baker, tells me that we now get from ten to twenty letters a day addressed to our old location, notwithstanding the fact that we have sent out at different periods not less than four postal cards calling attention to our new address.

It seems to me that any merchant here in New York who sends out extensive direct-mail material should have good judgment enough to have his list checked over with the telephone book or the Social Register at least once a year, and yet I am this morning in receipt of a beautiful piece of mail-order material from one of the best known houses on Fifth Avenue, mailed to an address which has not been correct for nearly three years.

FRANK PRESBREY Co.
FRANK PRESBREY,
President.

M R. PRESBREY'S letter calls attention again to a tendency which causes much useless waste, and which should and could be remedied by the employment of a little more common sense on the part of the big offenders. There is a too common tendency to consider the mailing list as a fixed and permanent tool, to be used when a new idea strikes the advertising manager, then to be left untouched until the next time it is wanted. A mailing list, it is unnecessary to remind most users of direct mail, cannot be put away like a saw in the bottom drawer, to be left there until the next odd

job comes along. Any mailing list, to be useful and free from tremendous waste, must be in a constant state of evolution. The process of adding, subtracting and checking must be kept up continuously.

It has been estimated that there are more than 4,000 changes of business addresses in the country every twenty-four hours. When the dizzy total of the monthly change in a list of—say 100,000 individuals of a notoriously migratory population—is merely guessed at, the folly of letting a list go for even sixty days without adding or subtracting or changing becomes apparent.

The effort to discover what the big New York department and specialty stores are doing to eliminate some of the waste to which Mr. Presbrey calls attention was somewhat difficult during this busy Christmas season.

One of the largest department store users of direct mail told about buying recently a special list of 14,000 selected names prepared on special rush orders.

Between the time the list was started and the time the first letter was sent out, 125 people had died or moved away and the letters were returned.

The head of this company's mail-order department said:

"That has been found, in our business, the best method of keeping our mailing list from becoming a morgue and a source of annoyance to our customers; checking back from returned letters and circulars upon which we have imprinted the fact that return postage is guaranteed. The mail thus returned from every mailing, is immediately followed up and our list corrected. Telephone books and other lists and books are not published frequently enough to make them valuable to us as complete checks against our large mailing list. Our big problem, and I suppose the problem of every user of direct mail, is the case of Mrs. Peter Brown who moves around the corner, across the street or to a neighboring suburban town, leaving a forward-

Dec. 31, 1925

ing address. She sells this second house and again moves. Her mail is duly forwarded, and under ordinary circumstances we don't find it out. In addition to our return postage guarantee, we often send out a stamped addressed post-card, easy for the customer to check and correct. This card, sent out at frequent intervals, saves much waste and duplication."

The manager of direct mail for another big retailer adopts a plan long used with success by many manufacturers and national mail-order houses to keep their lists up to date. On the envelopes which carry his mail is printed:

To THE POSTMASTER

If undeliverable please return in ten days.

Postage will be paid upon delivery to sender.

When returning please check reason for non-delivery (Sec. 637 and 638 P. L. and R.).

Does not receive mail here.
Dead. . . . Refused. . . . Unclaimed.
. . . Removed. . . .

By calling attention to the postal laws and regulations and framing the questions so that only a quick check is required for reply, the number of replies is increased and they are immediately followed up. It is to be noted that the regulations permit but do not compel a postmaster to aid a user of the mails to correct his list. If the user wants careful checking done, he pays a small charge and competent clerks at the post office will assist him. For this work of checking a small charge is made. Under the new law, this charge has been advanced from the former sixty cents an hour to sixty-five cents per hour per man engaged. The Post Office is glad to extend this service. It helps the department to eliminate some of the waste referred to, saving the dead letter examination and other details which use up time, money, and labor.

With all the plans offered to the direct-mail user to eliminate waste, it is discouraging to note from Mr. Presbrey's letter that so many big retailers do not make use of them.

The testimony of the postmistress at Fulton, Calif., indicates that many manufacturers are

guilty of equal carelessness. After calling attention to the advisability of the return postage guarantee, and the fact that if the user will put his address on the envelope a card notice is sent telling him how many undeliverable pieces have been received, and how much postage is required for them, she tells PRINTERS' INK that many senders pay no attention to such communications from the Post Office and make the same mistakes on the next mailing. In a little more than a year in this one small post office, this postmistress collected no less than 186 names of direct-mail users who refuse to pay any attention to her communications. When it is considered that the people to whom many of these mail pieces were addressed received notes to come to the post office and pay due postage on advertising matter, a considerable loss of customer goodwill was added to the obvious waste of paper, ink, and labor.

Facts such as these should induce every mail user to make some responsible person pay close and frequent attention to his mailing list. It can be made almost without waste if it is kept constantly in a state of evolution, if any new lists are carefully checked against it for duplications, and if common-sense ideas, found profitable by other mail users are applied to it. There is no good reason why any mailing list should be the source of waste about which so many consumers complain. One of the most helpful resolutions any user of the mails can make for 1926 is to see to it that every logical and possible step has been taken to keep his own mailing list up to the minute and free from all preventable waste.—[Ed. PRINTERS' INK.]

New Accounts for Los Angeles Agency

Genevieve Jackson, Inc., Burbank, Calif., cracker manufacturer, has appointed Britton & Chadwick, Los Angeles advertising agency, to direct its advertising account. The Barbers' Specialty Manufacturing Company, Los Angeles, has also placed its account with this agency. *

**Milk of Magnesia—
Amerseal Protected!**

Only a cap that seals its contained so perfectly that not even air can get in is able to give Milk of Magnesia adequate protection. This is true of many other pharmaceutical preparations which lose much of their potency and value when brought into contact with the air. Manufacturers of this class of products realize the importance of safeguarding the purity and strength of medicaments from the first drop or teaspoonful to the last. That is why so many of the best known makers specify Amerseals for their containers.

The scientific mechanical construction of the Amerseal makes a positively air-tight closure—quickly applied: a safe and secure seal—readily and quickly removed. No chance for false closure. There is sufficient flexibility in the cap to offset variations in glass and liners. The equally spaced lugs engage corresponding and slightly inclined threads on the container making a secure, air-tight, leak-proof, scientifically fitted closure. It has no raw edges to cut the fingers.

The majority of Amerseals are lithographed or enamel sprayed. Their users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye. The Amerseal displays, sells and secures.

**Amerseal Your
Product**

*A Better
"Seal-and-Re-seal"
Is Not Possible*

**AMERICAN METAL
CAP COMPANY**
Brooklyn New York

Branches in the following cities:
Chicago, Cleveland, Detroit, St.
Louis, Louisville, Los Angeles,
San Francisco, Portland, Seattle.

**Pharmaceutical Products
Are Amersealed**



NEXT TO THINKING MATTER



E know a man whose interest in publications beguiled him into a curious minor hobby. Wherever he traveled, he watched for a discarded copy of a certain **QUALITY GROUP** magazine.

It came to be a sort of game, which he played slyly and persistently. During many years of it, he saw people reading the magazine on the trains, but he never saw a copy thrown away. It was always poked back into the bag or carried off under the arm.

At last one September day his long vigil was rewarded. At a terminal, in a Pullman chair, he spied a copy of that magazine, quite abandoned. He pounced upon it. It was dated September; but September of the year previous! Twelve months had passed before it had worn out its welcome.

Timely as **THE QUALITY GROUP** magazines are, they are also timeless.

What gives them this tenacious hold on life?

First, of course, the sturdiness of their contents. Then their high price, which makes them appreciated. And, not least, their standard size.

NEXT TO THINKING MATTER

Each of them is shaped like a book and acts like a book. It graces the table; it stands up firmly on the shelf.

In thousands of homes, files of these magazines serve as an auxiliary library, constantly referred to, re-read and borrowed.

The "handed-round" circulation of any one of them is probably as great as the total sale of the entire group.

They are not bought as an expedient "to pass the time" but as an exercise for the intelligence. They never cater to people who don't know what to do with their time or their brains, but rather to those who are hard put to it to find time enough for doing all that their brains suggest.

Ask any author, and he will tell how he values this indefinite survival of his writings, the surplus number of readers, and the earnestness with which they read.

The same value is there for the advertiser.

When you advertise in THE QUALITY GROUP you are *next to thinking matter*.

THE QUALITY GROUP

• 681 FIFTH AVENUE, NEW YORK

THE ATLANTIC MONTHLY

HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE THE WORLD'S WORK

Dec. 31, 1925



SIGNAL Shirts are pretty generally known among working men as the highest grade shirts. They're good enough to be known and worn by business men who don't class themselves as "working men;" though some of 'em work.

We have charge of the advertising promotion of this line; work shirts, fine flannels and overalls. We've made a small appropriation do a big job.

Williams & Cunningham

Whose business is the study and execution of good advertising



SIX NORTH MICHIGAN AVENUE • CHICAGO

Ed. Howe Takes a Slam at Advertising

And Receives Some Enlightenment as a Result

By R. K. Leavitt

Secretary-Treasurer, Association of National Advertisers, Inc.

[EDITORIAL NOTE: In the October issue of his "Monthly," Ed. Howe took a pleasant slam at advertising. Among other things, after listing advertising as a menace, he said: "We have not only made Hon. Gillette rich through buying his razor, but we have paid the expense of making his a household face, along with Lydia Pinkham's."]

Mr. Leavitt wrote what follows in a letter to Mr. Howe. His remarks are so well taken that we are glad to print his letter practically in full.]

I WAS much interested to read the paragraph on advertising in your October issue. It has always interested me to notice the readiness of many intelligent people to jump at the conclusion which you reached in your paragraph, that advertising is added to the cost of goods, and that it is "another of those quiet, respectable taxes the people pay." I say jump to the conclusion because I do not believe that such well informed or intelligent men as numbers of my acquaintances, and as yourself, would go on record with such a statement if they were in full possession of the facts, and if they stopped to reflect upon those facts.

I write to you not in any controversial spirit (for I do not believe that advertisers need a great deal of defense), nor as the partisan of Gillette or Lydia Pinkham (neither of which firms are members of this association), but rather as one who is interested in the function of advertising as a factor in the business of distribution, and who happens at the moment to be in possession of facts which are not ordinarily available regarding this subject.

The advertisers of this country, some 345 of whom make up this association, are not particularly interested in advertising as such. They are primarily manufacturers and sellers of the necessities and comforts of life, and I do not

know of one of them who would not willingly save the very considerable sums of money which he spends every year for advertising and put that amount into his own pocket. I speak of the advertiser as a person, although, of course, in many cases "he" is a corporate person who is composed of thousands or tens of thousands of investors all over the country.

Our advertiser, then, is in business for a profit just as most of us outside the Soviet Republic are. He spends his advertising dollars not for the sake of spending them, nor even for the sake of seeing his face (if he happens to be Mr. Gillette) in the paper, but rather because he wants those dollars to bring back to him additional dollars in sales, and hence, in profits.

"All very well," you say. "I grant that advertising is profitable to the advertiser. The point I make is that the public pays for this advertising." Now, that is the point I am coming to. The public does not pay for judicious and skilfully conducted advertising, because such advertising indirectly pays for itself in the savings it effects in distribution costs. And advertising, to pay for itself in the face of competition, must be both judicious and skilful. The wasteful advertiser cannot last. He is forced to the wall by his more alert competitors.

Let us go back to our friend, the advertiser, who has been reluctantly releasing his purse strings to let out advertising dollars in the hope of making sales. At the same time, he has been disbursing a considerably greater number of dollars in order to make sales through other channels.

You see, the advertiser cannot live unless he sells what he manufactures, and the business of sell-

ing his goods is rather an extensive and expensive business. For example—he has to pay his salesmen salaries, commissions, bonuses, and traveling expenses. He has to pay his sales manager, and all the other people who play an indirect part in selling goods. He has to pay the order clerks, and the bookkeepers, the stock boys and shipping clerks. He has to pay rent, insurance, warehousing bills, interest, and many other charges which are inseparable from the business of distributing his goods.

Few of these charges are small, and in the aggregate they are usually so great as to dwarf the advertising appropriation by comparison.

Now, many of these charges are more or less fixed; some of them (as, for instance, salesmen's commissions) vary directly with sales. Others (as, for example, salesmen's traveling expenses) vary only slightly with the changing volume of sales. That is to say that the salesman who sells twice as many goods this year as he did last year, does not spend twice as much in traveling expenses; and the salesman who sells half as many goods this year, rarely brings in an expense account that is appreciably less than last year's.

Other charges again, such as sales supervision, warehousing, etc., etc., are very considerable and do not vary directly with the volume of sales at all. Within limits the advertiser can greatly increase the amount of his sales without a proportionate increase in his direct selling expenses nor a corresponding increase in the fixed charges which are a part of the business of selling goods.

Now, the problem of the advertiser is just this—to keep his expensive selling machine working at its maximum efficiency, which is to say that he wants to get the maximum result which his machine is capable of yielding in proportion to the amount of effort put in. In other words, he wants to make his existing sales organization sell the most possible goods.

This is exactly where advertising helps him. It does more economically a part of the ordinary work of his salesmen, for it explains his merchandise to the retailer and to the consumer to the end that the demand may be created in advance. His salesmen are enabled to cover more ground in less time, and to sell more goods at a less expense per unit of goods sold.

ASK ANY SALESMAN

I need not describe to you in detail how this result is accomplished. Any traveling man who has had experience in selling both advertised and unadvertised goods will tell you how much advertising smooths his path. Any merchant whose cost-finding system is accurate will tell you how much less time it takes his clerks to sell goods with which the consumer is acquainted in advance through advertising.

The advertiser's dollar has bought a readiness of acceptance on the part of the dealer which makes easier the task of the advertiser's salesmen, and a readiness of acceptance on the part of the consumer which makes easier the task of the retailer's sales clerks.

I need not point out that the retailer's selling problem involves factors comparable to those which enter into the manufacturer's distribution problem, and that he, too, is looking for anything which will reduce the cost of selling—as witness his own advertising.

The point I have tried to make is that advertising dollars are well spent because they make it possible to sell more goods for the same amount of total sales expense, and that those advertising dollars decrease the cost per unit of goods which are sold.

It would, then, perhaps, have been a more exact statement if you had said that the cost of distribution is something which enters into the cost of goods, but that advertising plays an important part in reducing the cost of distribution.

This function of advertising is pretty much analogous to the

function of the lubricating oil which you buy to put in your car. It is perfectly true that the amount of lubricating oil bought annually by the people of this country is tremendous, and it might be said with perfect plausibility that lubricating oil has added to the cost of motor cars or other machinery. But the fact is that lubrication is an economy very wisely purchased by the owner of a machine, and that if people did not buy lubricating oil the waste of machinery would be appalling absolutely and by comparison.

Advertising, then, is to be justified partly because it effects considerable economies in the cost of distributing goods. But advertising does something else which is equally as important to the people of the country.

Advertising and all the other elaboration of the machinery of distribution have made possible a reduction in the cost of merchandise through quantity production. The manufacturer who can buy his raw materials in huge quantities can buy them cheaper. If he can organize his factory for the economies which volume makes possible, he can produce each article at a considerably less cost in power, labor, supervision, rent, light, heat, insurance charges, and capital charges. The manufacturer who can produce in quantity can do so much more cheaply, but no manufacturer can produce in quantity and continue to produce in quantity unless he can sell as fast as he produces. Hence, the necessity for a powerful distributing machine, of which the integral parts are sales, warehousing, etc., and advertising.

We hear much about the enormous cost of distributing goods, and it is enormous. But it is well to reflect that its proportion to the cost of manufacturing is greater today than fifty years ago, largely because distribution has made possible a reduction in the cost of manufacturing, resulting from the economies of large scale production.

It is also true that many items today are charged to distribution

which years ago were charged to production. I need mention only warehousing as one item which distribution has made its own, and the burden of which distribution has lifted from manufacture.

I pass over all the incidental benefits which advertising has brought to the people of this country, such as the educational benefits of dentifrice, disinfectant, insurance and other similar advertising; the purchaser's assurance of security in buying advertised goods of known quality and quantity, and the generally high quality of the periodical press of the country which derives its income largely from the advertiser.

THE TWO CHIEF POINTS

The points I chiefly want to make are only two, namely, that advertising helps to cut the cost of distribution, and that it is an important factor in making possible the economies of quantity production. These facts have been often and conclusively demonstrated, though frequently to too limited an audience.

Before giving you examples of specific cases, I should like to point out that any argument about the reduction in the cost of goods effected by advertising is liable to misinterpretation on account of the fact that prices of raw materials and all other commodities have been subject during the past few decades to a considerable rise.

When we say, then, that advertising has been instrumental in reducing the cost of goods to the consumer, we mean the cost, not so much in terms of the fluctuating dollars, as in terms of sweat, fret and worry—in terms of convenience, security and leisure.

Let me quote to you, then, some passages from the report of Committee III of the National Distribution Conference which has been operating under the auspices of the U. S. Chamber of Commerce.

[Here follows excerpts from the report, which was commented on in PRINTERS' INK of December 10. Many of the specific examples cited had previously been dis-

cussed in PRINTERS' INK, in articles showing in concrete manner how advertising cuts commodity prices.]

I have tried to present the case for the advertiser because he is you and me and very many of the rest of us. Some millions of us are stockholders of manufacturing concerns which advertise. Others of us are store owners who advertise (if only on handbills or window signs.) Others are publishers, garage owners, contractors or what not, who advertise to get more business. Who of us is not likely at any time to advertise for a cook or a hired man or to sell a second hand car? Millions of us are directly interested in advertising as an economy in selling whatever we have to sell.

But, what is vastly more important, all of us, as the consuming public, are beneficiaries of the complicated system of manufacturing and distribution which makes our American standard of living so high and in which advertising is so important a factor.

Honig-Cooper to Direct Leslie Salt Account

The Honig-Cooper Company, Inc., San Francisco advertising agency, has been appointed advertising counsel of the Leslie-California Salt Company. The latter company, which has been just organized, represents a consolidation which will market the trade-marked "Leslie" brand of salt.

The account of the Star Can Opener Company, San Francisco, also has been placed with the Honig-Cooper agency.

Advertising Council Gives Christmas Party

Over 600 Chicago advertising men and women attended the annual Christmas Frolic given under the auspices of the Advertising Council of the Chicago Association of Commerce and the Women's Advertising Club at the Hotel LaSalle on December 22. Entertainment was furnished by a number of stage stars.

Investment Account for Charles C. Green Agency

Wm. H. Maus & Company, Philadelphia, investment bankers, have appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., to direct their advertising.

New Accounts for Rochester Agency

The Martin Automatic Fishing Reel Company, Mohawk, N. Y., has placed its advertising account with the Rochester office of Birch-Field & Company, Inc., advertising agency. Sporting goods papers will be used. The Westcott Chuck Company, Oneida, N. Y., also has appointed the Rochester office of this agency to direct its advertising. Business papers and direct mail are being used for the latter account.

A. H. Patterson Returns to Hoyt Agency

Arthur H. Patterson has joined the staff of the Charles W. Hoyt Company, Inc., New York advertising agency. He was formerly associated with this agency for many years. More recently he was with the New York office of The Chambers Agency, Inc.

F. D. Schnitzer to Join L. W. Ramsey Company

Frank D. Schnitzer, advertising manager of Harned & Von Maur, Davenport, Iowa, for the last seven years, will be placed in charge of the copy department of the L. W. Ramsey Company, also of Davenport, on January 1.

Washburn-Crosby Company Reports Sales

The Washburn-Crosby Company, Minneapolis, Gold Medal flour, reports net sales of \$92,007,355 for the eleven months ended June 30. Net income for this period was \$1,854,990, after charges.

New Account for Manternach Agency

The Manternach Company, Hartford, Conn., advertising agency, has been appointed to direct the advertising of The American Pin Company, a division of the Scovill Manufacturing Company, Waterbury, Conn.

W. M. Price Joins St. Louis Agency

William M. Price, formerly production manager of the Allan C. Smith Advertising Company, Kansas City, Mo., has joined the Britt-Schiele Advertising Company, St. Louis, as production manager and assistant space buyer.

Ventilator Account for Bellamy-Neff

The Globe Ventilator Company, Troy, N. Y., has appointed the New York office of the Bellamy-Neff Company, advertising agency, to direct its advertising account.

~~1926~~*One of the UNUSUALLY Prosperous Years**

The advertising volume of SYSTEM, THE MAGAZINE OF BUSINESS, has in times past supplied one of the earliest and most accurate indicators of business prosperity. The January issue shows a 62.9% gain in lineage over the corresponding issue of last year.

*A copy of A. W. Shaw's "THE UNDERLYING TREND OF BUSINESS" forecasting 1926 probabilities will be sent on request.

SYSTEM

The MAGAZINE of BUSINESS

Other Shaw Publications are: FACTORY, The Magazine of Management, HARVARD BUSINESS REVIEW, British SYSTEM, THE JOURNAL OF LAND & PUBLIC UTILITY ECONOMICS, INDUSTRIAL MERCHANDISING

HERE IS BIG NEWS!

Effective with the January issue the name of the wholesale drug trade magazine of the Topics Publishing Company is changed from "DRUG JOBBERS SALESMAN" to

Wholesale Druggist

Salesmen-Buyers-Executives

265 leading wholesale druggists and 300 prominent drug trade manufacturers helped to select the new name.

BECAUSE—

- 1st, The word "jobber" no longer describes the real functions or vital importance of the service wholesalers of the drug trade who are today more active and aggressive in the distribution and sale of drug store merchandise than ever before in their history.
- 2nd, "DRUG JOBBERS SALESMAN" as a title for this magazine no longer gives a complete picture of the scope, power and reading clientele of this publication.

The WHOLESALE DRUGGIST guarantees a 100% complete circulation in the service wholesale drug field and is read each month by every important man in every service wholesale drug house in the United States and Canada.

*The 100% coverage of the WHOLESALE DRUGGIST divides itself as follows—

Officers and sales managers of wholesale drug companies..... 22%

The WHOLESALE DRUGGIST guarantees a 100% complete circulation in the service wholesale drug field and is read each month by every important man in every service wholesale drug house in the United States and Canada.

The 100% coverage of the WHOLESALE DRUGGIST divides itself as follows—

Officers and sales managers of wholesale drug companies.....	22%
Buyers (all departments)	16%
Salesmen of wholesale drug companies.....	62%

(*We alone in the United States have a *complete* list of the names and home addresses of all traveling salesmen of wholesale drug companies.)

The WHOLESALE DRUGGIST is the only magazine published exclusively for and in the interest of the service wholesale drugists' salesmen, buyers and executives.

These men regard it as their own and read and follow each issue with marked interest. (Make us prove this—we can show evidence that will knock your eyes out!)

The readers of this magazine *buy* and *sell* over 750 million dollars of drug store products a year.

If your merchandise is or can be sold in drug stores you should by no means miss the unusual opportunity THE WHOLESALE DRUGGIST gives you of throwing the spotlight and cultivating the attention and interest of this entire wholesale group on your products. You can not reach these men in any other way.

Write today for information on marketing in the drug field. We have successfully launched many new products and stepped up the sale on old established ones. Our offices are, and have been given general recognition as being drug trade headquarters.

TOPICS PUBLISHING COMPANY

Publishers of
WHOLESALE DRUGGIST *formerly DRUG JOBBERS SALESMAN*
DRUG TOPICS **DISPLAY TOPICS** **DRUG TRADE NEWS**

291 BROADWAY NEW YORK CITY

Chicago Boston Cleveland St. Louis Atlanta
Los Angeles

Dec. 31, 1925

CollegeHumor

ANNOUNCES THE APPOINTMENT

OF

MR. SCOTT H. BOWEN

Formerly with the Condé Nast Publications

AS

EASTERN MANAGER

WITH OFFICES AT

250 PARK AVENUE

NEW YORK

B. F. PROVANDIE
Vice-President and Advertising Director

January 1, 1926

Industrial Advertisers Use the Allegory

Steam Comes to Life and Friction Is Humanized

By W. Livingston Larned

SEVERAL months ago, a lecturer, who was also an artist, operating under the auspices of one of the large dental cream manufacturing institutions, went from one country school to another, delivering talks on the subject of the perils of germ life. It was his second season in the work and he was exultant over the fact that he had at last found a method whereby unimaginative, and often uneducated youngsters could be made to catch the significance of his lessons.

His first trip had not been a complete success. The child mind could not seem to grasp germ talk, medicinal and laboratory terms. They were, in fact, bored by the lectures.

Then came the happy idea of bringing some of these active principles to life. They were humanized. All of the trouble-causing germs were visualized as crafty, treacherous imps, eager and ready to do harm. The combating forces, in the meanwhile, were pictured, during blackboard demonstrations, as helpful, constructive characters.

At once, the reactions of the audiences were favorable. They took an interest in the arguments and they understood. Every word of every lecture was earnestly digested.

Advertisers in industrial publications have made a similar

discovery. Unseen forces, complex problems, shadowy and undefined principles, take on new color and significance when they are interpreted in allegory. Such advertising is more interesting, for one thing. It departs from the conventional campaigns usually



THE ALLEGORICAL FIGURE ADDS EMPHASIS TO THE STORY

seen in these industrial publications.

Reference was made in these columns some time since, at its inception, to the remarkable campaign conducted in behalf of Owen buckets, used for extensive dredging and excavation work. The photographic reproductions of

Dec. 31, 1925

these buckets, as previously employed, failed to suggest the great, almost savage power behind their activities. But since the product resembled, to a degree, the mouths of mighty beasts, the slogan, "A Mouthful at Every Bite," was coined and wherever pictures of the buckets were put to work, at excavation tasks, studies of such animals as the hippopotamus were also shown, their yawning and cavernous mouths devouringly in evidence.

The later development of this basic idea has been even more interesting. As the campaign made a success, the advertiser sought ways and means of continuing it along similar lines. Industrial magazine pages therefore now show heroic-size prehistoric monsters, their mouths wide open, as they bite into the primeval muck and slime.

"Centuries ago," states the message, "in the wilds of Western North America, the triceratops slowly plodded his way, ever onward, in search of prey. This forebear of the modern rhinoceros held in his giant jaw an attack of crushing strength that brought him a mouthful at every bite. And too, an Owen Bucket possesses in its jaws of tremendous strength a force that tears material from pile or ground, quickly and efficiently."

In a very large New York manufacturing plant, it was discovered that waste and carelessness cut down profit alarmingly. The men had fallen into careless ways. Department heads did their best and there was much free literature and many lectures in the Community Building, but the problem was far from solved. The

800 workmen would not take any of the advice seriously.

A young college graduate came forward with a suggestion. He had a motion picture made in which all of the phases of plant waste were brought to life and visualized in the form of tiny, destructive, somewhat humorous,

Another way in which

FRICTION COLLECTS

Editor No. 2 of the
B&W Certified Campaign
designed to demonstrate
the efficiency of ball bearings
in reducing friction and
increasing speed. It
may be obtained by
writing to the advertising
agent.



"SPOILAGE"

by dripping oil



Ball Bearing

Hole Bearing

WHEN plain bearings are lost and dropped, the cost of replacing them is high. The use of ball bearings, however, eliminates the danger of loss.

A Pennsylvania manufacturer of heavy fabrics discovered that since some time ago, Not only did plain bearings on his looms wear out faster than ball bearings, but they were causing a greater expense because of the expense of valuable machinery.

They paid for themselves in about two years.

Then SKAYEF Ball Bearings were used. The Hangers, to a large extent, eliminated the danger of loss. They required less frequent attention and were more reliable. They became so popular that they are now used on all kinds of machines. These ball bearings, however, have been found to be more expensive than plain bearings.

They paid for themselves in about two years.

"A certified agent on the coast for your reports.

The Skayef Ball Bearing Company, 101 Broadway, New York

BALL BEARING

SKAYEF HANGERS

POST HANGERS, PILLION BLOCKS, AND TRANSMISSION APPLIANCES

FRICITION—A COMMONPLACE TOPIC—is given renewed interest by ALLEGORICAL TREATMENT

cartoon figures. Scenes around the plant were fused with superimposed and worked-in images.

All of the little imps of waste in a certain department were shown carrying scraps, bits and fragments of carelessly thrown away raw material to a great pile in back of Building Number 14. Then these same little imps were pictured writing down their record in a great ledger, gleefully. Actual figures were given as to money waste over certain periods, and the aggregate for a year.

It was not a lecture, it was an

evening's entertainment, and these pictures, repeated often, added to as time advanced, and always accompanied by a relevant talk, corrected the factory problem where serious talks had been unavailing.

A sales manager in a Western factory corrected the chief fault of a group of men, by a peculiar and whimsical device. He had discovered that because the institution held a dominant place in its field, the salesmen had fallen into the habit of swaggering at their work. They were over-confident and chock full of bravado and self-praise. They were often too patronizing to the trade.

The sales manager had a little effigy made, modeled from clay by a well-known artist, who was in sympathy with the final objective. It pictured a pompous and self-important man, arms waving in air, mouth wide open, spouting his self-importance. It was, in fact, a symbol of intense egotism.

This little clay model, hand-colored to bring greater realism, was always kept on a corner of the sales manager's desk. Engraved on its base was the single slogan: "There is such a thing as being too self-important."

Nothing was said about it and no special attention was directed to it. The effigy was a silent reminder, and, as such, accomplished marvels. The sales manager was not long in discovering that his men had taken the hint. They saw themselves reflected in that pathetic little clay-figure on their chief's desk. It was far more effective than a dozen lectures.

In advertising, particularly in industrial journals, it is often exceedingly difficult to project a certain idea through ordinary channels of expression. Friction is a characteristic example. Not until an advertiser hit upon symbols of friction, could the desperate drawbacks and handicaps of this deterrent be impressively placed on paper. Mere pictures of installations would not do it. The most ambitious and resourceful camera is unable to catch a picture of friction. It is a thing unseen.

Products which prevent friction

and relieve the conditions arising from it, can do no better, therefore, than to visualize this destructive force, putting its dangers and drawbacks into almost human form. Just as certain men have attributes and characteristics in common with inanimate things, just so the inanimate and the intangible, so far as the eye is concerned, can be made to take on the fundamentals of human beings. And such comparisons are quickly and easily assimilated by the reader.

RUST IS BROUGHT TO LIFE

Some of the more compelling allegories of the ravages of rust have been presented, during the past year, in industrial campaigns. Rust has been given figure and form and character. It has been brought to life impressively, to the point where those who should be interested in the subject, see in rust a devouring monster, collecting gigantic money toll throughout all industry. Merely to talk of rust and comment upon its ravages would in no wise be as forceful.

Practically all of the metals have been given personalities and intensely human attributes by artists who understood the possibilities of allegory, symbols and the interpretation of the inanimate in terms of the animate. Until recently, however, these figures have not made their appearance, to any appreciable degree, in industrial advertising campaigns.

One of the ventilator companies, engaged in installations which meant pure and uncontaminated air for factory workers to breathe, found immeasurably great difficulties in properly telling the story. The air in these plants did not seem to be so very bad.

Then came a visualization of this air, as if under a great microscope. Plant departments were shown literally swarming with devilish little germs and microbes, made up of particles of dust, of metal filings and known impurities, which although invisible to the naked eye, are nevertheless a peril to life. It was the symbolizing of these organisms by the

artist, who gave them life, animation, sense of direction, cunning, that made the prospect think more seriously of conditions in his own plant.

A chain belt apparatus for quickly and efficiently removing ashes and waste from factories, was equally unsuccessful, for many years, in convincing manufacturers that old-fashioned and laborious methods were sadly inefficient, and that collected ashes actually meant decreased production. Mere photographs of installations were certainly not impressive.

A resourceful artist, however, represented waste, ashes and refuse in general, as giant figures, snipping off profits and cluttering up factories. As they blundered through plants, they elbowed men and machines to one side. They lurked in the counting room and they were arrogantly present in fields of competition. The result was an industrial magazine campaign which left nothing to be desired. The truth was brought home.

In the advertising of Cocheco Belting for industrial use, the rolls of belting, or even the belting, in action, failed to bring out the larger phases of the story. Here was silent, sure power, always at command. By weaving a mystic figure of a Herculean allegory into the fabric of the belts, it was possible to visualize power and to suggest the product as, "industry's vigorous ally."

In all of its advertising this past year, The Industrial Lighting Committee of the National Electric Light Association has depended very largely upon a standardized allegorical figure, as the best means of projecting the primary idea. And that figure, made stupid, even repulsive, slow-moving and labored, was the study of an old-timer, candle-stick in hand, musing over the marvels of present electrical development in the matter of light, although still unwilling to accept its edict.

He glowered blearily down upon factory workers and plant department heads, as they struggled to do their work under adverse light-

ing conditions. He was shown as a menace to sight, health and adequate production in all factory procedure. He was squarely in the path of human progress and grinned over the knowledge. The figure represented, in reality, the idea of unprogressive and of unthinking refusal to accept that which was modern. Such stories are not easy to tell in words or in ordinary illustrations.

"To men in industry," announces a Johns-Manville industrial magazine page. "Cut down your tax to Old King Coal. The more you check the extravagance of this jolly old tyrant, the more he does for you. The more fuel and power you save, the more you cut your tax to Old King Coal, and reduce your production costs."

There, upon the roofs of a large factory unit, sits this mighty sovereign, grinning to himself. His scepter is a pair of coal tongs, and his careless feet sprawl in the yards below. Such illustrations and such advertising allegories cause people to think along new lines concerning certain matters.

Banks and Book Publishers in Joint Campaign

At the suggestion of the National Association of Book Publishers, the "Save-to-Travel Association" and the Transatlantic Passenger Conference, in January, will institute a travel-book campaign. The Save-to-Travel Association is securing the assistance of banks throughout the country, urging their co-operation with local bookstores and libraries to give publicity to the read-save-travel idea. Foreign railway posters are being sent to banks and book dealers. It is believed that the tying up of the banks and book stores with the idea of save-to-travel will lead to a desire to buy books descriptive of those lands in which travel is contemplated.

Larger Campaign for Hart Oil Burners in 1926

The W. B. Wilde Company, Peoria, Ill., manufacturer of the Hart oil burner, is planning to expand its advertising activities in 1926. Newspapers, magazines, outdoor advertising and direct mail will be used.

Erwin, Wasey & Company, Chicago advertising agency will direct this campaign.

Dec. 31, 1925

PRINTERS' INK

101



First in Albany

—and first in its
buying circle.

Leading in total and
city circulation, national
and local advertising,
The Times-Union is
the accepted newspaper
in the Albany territory.

Representation

VERREE & CONKLIN
Incorporated
New York City San Francisco
Kansas City Chicago Detroit

By Every
Possible
Logical
Comparison
The Times-
Union Leads

The Times-Union

Albany (Capital City of) New York

Two Dozen Ways to Shave Distribution Costs

Twenty-four concrete suggestions for the manufacturer who is on the look-out for methods of cutting distribution costs—which means about every progressive manufacturer in the United States—are offered by Ray Giles in the January issue of PRINTERS' INK MONTHLY.

Each method is simple in conception and operation, and each one has proved its success in the field, the greatest laboratory for testing ideas.

"Two Dozen Ways to Shave Distribution Costs" is an article full of simple, practical suggestions, each one wide enough in application to apply to a great variety of businesses.

The stubborn salesman

What to do "When the Salesman Lays Back His Ears" is the subject of an article by one of America's best known sales managers. It is written from a background of years of experience with temperamental salesmen and gives concrete examples of how the difficult salesman can be handled.

Changing copy appeals

Sweet-Orr has been advertising for years. It ran into the problem that faces any advertiser of long standing. Prospects were looking upon it as a fine, old conservative house. How it changed its copy appeal so that it brought new life into its advertising and still capitalized its reputation is told in an article, "When Shall the Advertising Appeal Be Changed?" in the January MONTHLY.

The young agency man

The New York Council of the American Association of Advertising Agencies has recently adopted a plan which is intended to build the young agency man into a good executive. What this plan is and how it works out are told in an interview with Robert Tinsman, president of the Federal Advertising Agency.

Building the sales manual

R. C. Hay has just completed a sales manual for one of America's best known advertisers. Before finishing the job he made a thorough study of the manuals used by a large number of companies. The results of this study are summarized in a series of two articles, "Preparing a Sales Manual and Making It Effective in Selling Work," the first appearing in the January MONTHLY.

The many phases of business

January PRINTERS' INK MONTHLY covers a great many vital questions of marketing and merchandising. A glance at the table of contents will show why the MONTHLY is considered one of the necessary tools of business in the offices of thousands of leading executives.

That more and more discriminating advertisers recognize the increasing value of the MONTHLY is evidenced by the steady gains in advertising volume each year—1925 exceeding all previous records. And the January MONTHLY shows a comfortable increase over all other January issues.

Printers' Ink Monthly

185 Madison Avenue

New York City

Dec. 31, 1925

Your Product \times 7000 Teachers = 2,000,000 Users

*Woodworking end
of General Shop.
Mark Twain Junior
High School.
San Antonio, Tex.*



*Metalworking end of
General Shop.
Mark Twain Junior
High School.
San Antonio, Tex.*

Your product in the hands of teachers in school shops means its use by millions of boys receiving vocational and trade training in the schools.

Every teacher user means the training of 100 to 500 boys every year in the use of your product.

The INDUSTRIAL-ARTS MAGAZINE is the most effective and direct means of selling your product to over 7,000 supervisors and teachers.

Detailed information and market analysis by request.

INDUSTRIAL-ARTS MAGAZINE

Member A. B. C.

Member A. B. P.

THE BRUCE PUBLISHING COMPANY

Established 1891

Home Office: 129 Michigan Street, Milwaukee
Eastern Office: 30 Church Street, New York

Synthetic Nitrates Create New Advertising Problems

The Industrial Chemist Again Opens New Fields for Advertising to Work In

*Washington Bureau
of PRINTERS' INK*

RECENTLY discovered processes for manufacturing nitrates from the air are of vital importance to the entire country in times of peace and war. They are of great value to the industry of agriculture, and to a surprising extent they promise to furnish the means of rapidly increasing the volume of advertising in several important lines of business.

The work of industrial chemists and the several plants that are already manufacturing synthetic nitrogen have had, as yet, little effect on the price of commercial fertilizers. But due to the new processes, the price of anhydrous ammonia has been reduced about 50 per cent. This chemical is used widely in refrigeration, and the reduction of its price is significant. This does not mean that there is any immediate prospect of a marked reduction of the price of fertilizers, although the new process of nitrogen fixation eventually will have a substantial and beneficial effect on the agricultural industry. A recent study of the matter, including an interview with Dr. Frederick G. Cottrell, has demonstrated beyond every doubt that the work of our chemists in this field means a great deal to advertising. He is the director of the Fixed Nitrogen Research Laboratory, operated under the Department of Agriculture, and was formerly director of the U. S. Bureau of Mines and chairman of the division of chemistry and chemical technology of the National Research Council.

In the first place, within a few years, agriculture—the most important of all industries—will have more things to sell and products of better and more certain quality because of this work. Then, the discoveries mean an entirely new and different industry, a highly-

complicated industry involving a new course of chemical activity with unlimited possibilities. And all this will require the most intensive study on the part of the merchandising specialist with his active co-operation, if the many advantages resulting from the work are to be promptly realized by the public.

"Wherever you turn in the study of the nitrogen fixation problem," Dr. Cottrell said, "you find the great necessity of educating the public and of distributing the product in the most direct and economical way. I think I may say that these are the most important factors in the solution of the entire problem. There is no longer any mystery about the fundamentals of the manufacturing processes. Several commercial plants in this country have demonstrated that fixed nitrogen can be secured from the air in vast quantities and at a cost sufficiently low to compete with imports. The purely technical and scientific phases of the problem are the least of our immediate troubles. Our big problem is plainly one of distribution and merchandising."

Since the establishment of nitrate plant number two at Muscle Shoals, Dr. Cottrell explained, the Fixed Nitrogen Research Laboratory, with its staff of about eighty, has made considerable progress in simplifying and developing the necessary processes for nitrogen fixation. It has closely co-operated with the Bureau of Plant Industry and other organizations of the Government, and, more important still, has worked directly with many industrial organizations to aid and encourage the commercial application of the processes. As a result, and due also to similar work abroad, it is estimated that this year will see some 44 per cent of the world's supply of inorganic nitrogen procured from atmos-

Dec. 31, 1925

pheric fixation, as against 10 per cent immediately before the war.

The great plant at Muscle Shoals is, economically, still an unsolved problem. While its importance agriculturally may be over-estimated, Dr. Cottrell thinks that it is invaluable because out of the many discussions concerning it will come a great deal of information that is essential to the education of the people.

The du Pont interests are building a large plant that will come into production next year which, together with the Solvay plant of about equal capacity, at Syracuse, N. Y., will manufacture more than one-third the capacity of the entire Muscle Shoals project. Several smaller plants are already in operation, and there is no doubt that the next few years will see this country among the leaders in the field. As it is, we are tenth in the production of fixed nitrogen among all nations, and second in consumption — a variation that leaves a vast ground for improvement.

SOME INTERESTING FIGURES

At the present stage of the development of the fixed nitrogen industry, the merchandising specialist can well afford to take the work of the chemist on faith, and proceed to solve the many problems of distribution. In 1922, the world consumption of fixed nitrogen was 875,000 net tons, made up of 24 per cent of Chilean nitrate, 35 per cent from the coke and gas industries, and 41 per cent from the atmosphere. During the same year, in the United States, 179,000 net tons were used, with production from coke and gas of 58 per cent, and with only 3 per cent of the total from atmospheric plants. In 1925, the world production has grown to a total of 1,250,000 tons.

Therefore, there is not the slightest doubt that the industry is firmly established, that its product is successfully competing with Chilean and other nitrates, and that it has almost unlimited room for expansion. It is also safe to concede that the experiments of the Fixed Nitrogen Research Laboratory and other organiza-

tions of the kind will tend toward simplification of production and lowering of prices, and that the industry will continue to show a rapid and world-wide advance. It is, therefore, necessary for all interests to co-operate in order to place America in the forefront of production. To this phase of the subject Dr. Cottrell has given a great deal of study.

He pointed out that while the fixed nitrogen industry must have the service of the advertising and merchandising expert, it also offers, indirectly, almost unlimited opportunities to the entire advertising industry.

"Of course," he continued, "low price is essential to a wide use of nitrates as fertilizer. At the present time, Chilean nitrates lead in the establishing of prices. There is a government tax of about \$11 per ton on all Chilean nitrates exported. This is a very wide margin which may be reduced at the dictates of competition. Ammonia produced from coke ovens is merely a by-product, and practically all of the coke oven ammonia is sold at a market price established by the Chilean nitrate imports.

"This price condition may be expected to change when the production of fixed nitrogen from the air increases to a point where it has a material influence on the demand for Chilean nitrates. In other words, when that time comes, the market price of nitrates will be established by synthetic fixation, and not by the mining operations in Chile. And that, I think, will have a very advantageous influence on the selling of fertilizers.

"However, great care must be taken in merchandising the synthetic products not to overthrow or seriously disturb existing processes of fertilizer manufacture. Large quantities of by-products are now being used, and it is essential to use them for fertilizer material or to find other profitable uses for them. Therefore, it is necessary to increase the use of fertilizers with the expanding production of synthetic nitrogen.

"By doing this, we can preserve the economic balance for all in-

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dustries concerned, while the farmer receives great benefit and with no depressing reactions on existing and firmly established business.

"The recent and marked decrease in the price of ammonia for refrigeration is due to the fact that with the fixed nitrogen process a practically pure ammonia is secured. With the coke oven by-product, it is necessary to purify the ammonia by a rather expensive process, and it is the expense of the purification that is saved by the fixed nitrogen process.

"Cheaper fertilizers will directly increase the purchasing power of the farmer in two ways. It will give him a saved margin with which to purchase other things, and, since it will undoubtedly encourage the use of more fertilizer, it will give the farmer a greater production with a larger income. But the value to the advertising industry goes far beyond this simple result. There are many problems of distribution to solve, and, at every step, I think that some form of advertising will be advisable or necessary to give the farmer the best advantage in the shortest possible time."

Next, Dr. Cottrell called attention to the testimony before the Interstate Commerce Commission, during its recent hearings on freight rates on fertilizers and materials in the South. Several of the exhibits prove that many opportunities are even now offered to the advertiser in the merchandising of fertilizer.

As an example, one of the exhibits is a series of charts showing the cost of producing cotton in 1925. This year, the country has approximately 44,448,000 acres in cotton, and fewer than 17,000,000 acres are fertilized, or only about 36 per cent of the country's cotton acreage.

The total amount of fertilizer used on this cotton is only 2,328,500 tons, and its average cost is \$32.36 per ton. The average cost of fertilizing one acre of cotton in North and South Carolina, Alabama and Georgia is \$5.05, with an average fertilizer bill of approximately \$200 a farm.

These figures show an enormous potential market, and if the prospective advertiser wants to be convinced that there are powerful arguments to use in educating the farmer, he has only to turn to another exhibit of the hearing. This is a table published in the Department of Agriculture department circular No. 340. It deals with costs of raising cotton and shows the net return in dollars and cents in ratio to the cost of the fertilizer used. It sets forth such startling results as a net return of \$93.52 per acre against an expenditure of \$5.73 for fertilizer; and, in contrast, a net return of \$10.15 per acre based on an expense of \$1.75 for fertilizer. It is tremendously significant that this wide variation was dependent upon the expenditure for only one item of production, and many of the figures indicate similar results.

Undoubtedly, the tendency will be toward more concentrated fertilizers, which will demand new distributing and merchandising methods and create an important psychological problem—the necessity of changing the farmer's well-fixed habits of thinking.

We know that we are about to establish control of our nitrate markets in this country, and on a basis of unlimited supply. If this does not actually reduce prices it will stabilize them, and more concentrated fertilizers will give the farmer a substantial saving in freight and carrying charges. In this, there appears to be an opportunity for the advertising specialist to demonstrate not only the economic value of advertising fertilizers more extensively, but ways and means of securing the necessary appropriations.

The Agricultural Department, especially the Bureau of Soils, has collected much valuable statistical data that will suggest many other advertising opportunities in the field.

Steam Shovel Account for Guy L. Irwin

The Marion Steam Shovel Company, Marion, Ohio, power shovels, draglines and cranes, has placed its advertising account with Guy L. Irwin, Chicago.

Philadelphia Realtors in Joint Campaign

THROUGH the liberal use of advertising, the Philadelphia Real Estate Board, acting through a special committee of which Philip N. Arnold is chairman, is conducting a campaign in Philadelphia to sell that city to its citizens as a real estate investment. The idea was conceived about two months ago by Walter C. Redding, president of the Board, and presented to the members at a special meeting. At this meeting a general committee to take charge of the campaign was organized.

All the funds necessary to conduct the campaign are being contributed voluntarily by members and friends of the Philadelphia Real Estate Board. The present principle is used because the funds are continuing to flow in, and as the length of the campaign is governed by the funds and not by the calendar, there is every promise of an extended and extensive campaign. The advertisements appearing in the Philadelphia newspapers are full page in size and each one carries a large illustration, graphically expressing the thought of the advertisement which it illustrates.

A systematic tie-up with other advertising mediums is being made. For instance, all of the advertisements which appear in the newspapers are reprinted in reduced size, and distributed by thousands among the members of the Philadelphia Real Estate Board, to be used by them as fillers in all mail leaving their respective offices. Every piece of stationery of the Philadelphia Real Estate Board carries the slogan of the campaign: "Believe in—Invest in—Philadelphia." The Philadelphia Rapid Transit Company is carrying large cards in all their cars displaying the campaign slogan and giving a kind of bird's-eye of Philadelphia. These car cards occupy prominent positions in the cars, usually extending across the entire rear or front.

Nor has the Board neglected

to use its own new home in the campaign. Huge electric signs have been erected on both the Board's annex and the main building, these signs flashing the slogan.

The advertisements themselves are most striking. They emphasize the industrial, educational and social, as well as the investment value of Philadelphia. They bring home to the readers many convincing facts as to the safety and productiveness of realty investments in Philadelphia. All through the advertisements, however, there is evidenced an endeavor, not to sell realty investments alone, but to sell the entire city as a good place to live in and to work in.

California Salt Companies Consolidate

The Leslie-California Salt Company has been formed by a consolidation of the Leslie Salt Refining Company, the Continental Salt Company, and the Continental Salt and Chemical Company, all of San Francisco. The executives of the consolidated companies will be retained. St. John Whitney becomes president and Leland D. Adams, vice-president, in charge of operations.

Community Campaign Planned for Idaho

At the first annual All-Idaho Congress at Boise, Idaho, recently held, plans were discussed for a national advertising campaign, designed to present Idaho and its opportunities before the country. R. E. Shepherd was elected president of the congress. Details of the campaign will be worked out at another meeting which will be called in January.

L. H. Clarey with Charles W. Hoyt Agency

Louis H. Clarey has joined the Charles W. Hoyt Company, New York advertising agency, as account executive. He was formerly with Street & Finney, Inc., advertising agency, also of New York, for several years, and for three years with the *American Magazine*, New York.

Carl Maglathlin with W. C. Hamilton & Sons

Carl Maglathlin, who has been with R. M. Myers & Company, Rochester, N. Y., for several years, has become sales manager of W. C. Hamilton & Sons, Mignon, Pa., manufacturers of printing paper.



More than a billion pages
in one month—

The New York Times in November, 1925, printed 1,012,533,184 *pages* — weighing 15,300,933 *pounds* (7650.5 tons) of paper.

Boston Radio Trade Adopts Advertising Code

May Lead to Similar Action in Other Cities

By Bernard G. Priestley

RADIO advertising in Boston, whether the copy of manufacturer, wholesaler or retailer, henceforth will conform to a definite code of ethics. This code was adopted by sixty representatives of leading Boston manufacturing, wholesale and retail radio houses. The meeting was under the auspices of the Boston Better Business Commission, Inc.

The code will apply, not only to the advertising of local radio firms, but to the copy of national advertisers appearing in Boston and New England publications. Violations of the code by national advertisers not having headquarters or branches in Boston will be taken up with the National Better Business Bureau, Inc.

Definite rulings on every important phase of radio advertising, with the exception of two not fully decided upon at the meeting, are made in the code. It embodies the opinions of scores of radio men who were consulted before the code was tentatively worked out by Kenneth B. Backman, manager, and Edward W. Gallagher, merchandise manager, of the Boston Better Business Commission.

The two important phases of radio advertising left in abeyance for further action pertained to what the general public believes constitutes a radio set and whether, in the case of installment selling, it would be advisable to make a definite statement of terms in advertisements.

There was much discussion over a clause in the code to the effect that all discontinued models of radio sets should be advertised as such. The debate revolved around what "discontinued" should mean. It was finally decided that it shall mean any model the manufacture of which has been dis-

continued for any reason, including bankruptcy, retirement from business, etc.

Following is a summary of the more important clauses of the code:

Merchandise falling below the standards shall be advertised as seconds, irregular and imperfect. Other terms, such as "sub-standard," "as is," etc., are to be eliminated.

Used or refilled tubes shall be so designated.

No superlative statement shall be used unless the advertiser has proof to back it up.

"Cost," "below cost," "below wholesale price," etc., shall not be used unless truthful and applied to the present market price.

A money-back guarantee means refund or cash—not a credit slip.

The terms "from factory to you," "direct from maker," etc., shall not be used by concerns which include merchandise in their stocks other than that made by themselves, or by those who are not manufacturers.

All guarantees should be specific, definite and clear, and any time limit on guarantees should be mentioned."

LONG DISTANCE RECEPTION

Claims as to the efficiency and performance of radio sets should be based on average rather than rare feats. "There is no such thing as consistent, long distance reception in the sense that any station once logged may be brought in again at will. Possibly a set may be able to bring in the extreme distance once or twice during the winter season, but steady repetition of a record performance is a goal not attained as yet."

Copy shall not infer that through the use of certain equipment static and station interfer-

*We Announce
the Appointment of*

A. C. Barrell

as

Eastern Manager

Of

People's Popular Monthly

Effective

January 1, 1926

To Clifford Pangburn

former Eastern Manager

who has resigned to join

J. Walter Thompson Co.

we extend our Best Wishes

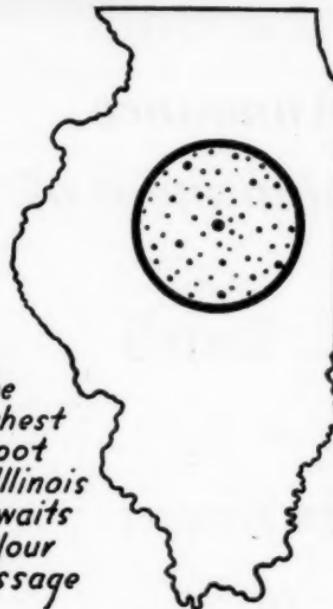
CARL C. PROPER, Publisher

GRAHAM STEWART, Adv. Director

DES MOINES, IOWA

Dec. 31, 1925

*The
Richest
Spot
in Illinois
Awaits
Your
Message*



67 Towns and Cities in *Central Illinois!*

**and Thousands of Farm
Homes Reached —**

A Sales Opportunity

A diversified market—140,000 people equally divided between city and country.

The highest average per capita wealth in Illinois.

A circulation that eliminates the need for any other medium.

A reader confidence of 79 years' standing that adds prestige to every advertisement.

The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES—

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston. J. H. GRIFFIN, Room 840, 140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.

Member A. B. C., A. N. P. A., Associated Press.

ence can be eliminated at will. In advertising the number of adjustments required to obtain volume, quality and freedom from interference, it is misleading to avoid mention of one or more critical adjustments.

Misleading illustrations, improper use of the word "imported," unauthorized use of trade-marks, misleading classified advertisements, "bait" advertising (merchandise not for sale) and derogatory statements against competitors are taboo.

"List price," a much abused term, shall not be used unless it means the regular or former retail price. "The quotation of the list price as a basis for comparative prices in retail advertising is incorrect when the articles advertised have never been sold at retail at the list price, or when the list price has not been in effect for a long time in retail stores generally."

Mark-downs—when any previous price is used on marked-down merchandise the last previous price at which the merchandise was marked must be used. If the merchandise has been marked down more than once, the extra mark-down prices if desired may be included, but the last price at which the merchandise was marked should always be included, e. g., Originally \$100, formerly \$85, now \$65.

In comparative price advertising, the regular price shall be based on the price similar merchandise is selling for in two or more local stores.

Use of the word "value" and similar terms like "worth," "price in other stores," etc., have been so much abused that their elimination is recommended.

Willys-Overland to Control Stearns-Knight

The interests connected with John N. Willys, president of The Willys-Overland Company, Toledo, have acquired control of the F. B. Stearns Company, Cleveland, through the purchase of a majority stock interest. The F. B. Stearns Company has manufactured Stearns-Knight cars since 1911.

Quick Work Corrects Error in Bank's Timely Copy

Turning an advertising mistake to account is not always as neatly done as was witnessed in the case of a large Toledo bank. For its holiday advertising, the bank took the theme that wise men and women became its depositors. The art work was concerned with a picture of the three wise men from the East.

For atmosphere, the artist drew in some pyramids beneath a star. The bulletins were already painted, the posters in the windows, the car cards completed, when a local clergyman noted the error and called it to the attention of the bank, convincing the officials that Egyptian pyramids had no place in a Syrian setting.

What to do was quickly decided. The bases of the pyramids were painted out, and the sides strengthened to represent bright rays from the star. This remedied the inconsistency and no other criticism was received.

Name to Be Changed to Barrows, Richardson & Alley

The advertising agency business which is conducted under the name of Barrows & Richardson, effective January 1, will become Barrows, Richardson & Alley. The change is one of name only.

Ernest V. Alley, who is now represented in the firm name, has been with Barrows & Richardson for the last five years as manager of their Boston office. For ten years previous he was with the Curtis Publishing Company, at Philadelphia, during the last two of which he had been assistant to the advertising director, William Boyd. Mr. Alley also was at one time advertising manager of the New Bedford *Standard-Mercury*.

Mr. Alley will continue to have his headquarters at Boston.

Bowman Dairy Account for Turner-Wagner

The Bowman Dairy Company, Chicago, has appointed the Turner-Wagner Company, advertising agency of that city, to direct its advertising account. Outdoor advertising, car cards and newspapers will be used.

Maytag Sales Almost Double

The Maytag Company, Newton, Iowa, washing machines, wringers, etc., reports sales of approximately 28,000 units, for the eleven months ended November 30, against 10,600 for the corresponding period of last year.

Joins Finley H. Greene Agency

R. W. Anderson, formerly with the Bell Telephone Company, has joined the copy department of the Finley H. Greene Advertising Agency, Inc., Buffalo.

A California Utility Advertises for a Rate Increase

Complete Frankness Pervades This Copy

By Thomas J. Mercer

THE use of newspaper advertising to promote the advantages and the sale of the service of public utility companies is not uncommon, but it is only occasionally that one finds extensive space being used to acquaint the public with facts upon which authority is being asked to increase the rate for such service. A recent example of the latter use of newspaper space is found in Los Angeles, where the Southern California Gas Company prefaced the public hearing on an application for a rate increase by a series of eleven advertisements in the daily newspapers.

As in practically all communities and States, nowadays, the privately owned public utility corporations of California are under regulation by a State commission. In California, the functions of control are exercised by the State Railroad Commission. Any proposed increase must be submitted by the public utility corporation for a hearing before the commission, and in such hearing any citizen or interested party may appear and be heard on any question or objection pertaining to the application.

In matters of this kind, it is not uncommon to find a great deal of dust being raised and strong appeal being made to old prejudices. But in the rough experiences they have been through during the

years of criticism, attack, regulation and almost microscopical scrutiny of their acts, the public utility corporations have learned a few things themselves, not the least of which is a better understanding of human nature in the individual and in mass. They have learned that the short cut to an understanding with the fair-minded public is an open and above-board attitude, a straightforward admission that things may not have been done as they should have been done in the old days and a statement of facts so plain and simple as to rout prejudice and suspicion from the public mind and turn its attention to consideration of the real issues involved in the application.

This policy finds expression in the series of display advertisements run by the Southern California Gas Company prior to the date of hearing on its application for a rate increase. The array of concrete facts upon which the application was based were presented one at a time for six consecutive days in six daily newspapers, so that for eleven weeks prior to the hearing, one of these advertisements of the gas company appeared in one Los Angeles newspaper every week day. The first nine of the series discussed briefly the facts and the last two called particular attention to the

Gas

Living Costs

More than fifty percent increase has occurred in general living costs during the past ten years. Nearly an item costs less to-day than it did in 1915. It costs your gas company more to deliver a thousand cubic feet of gas than it did then, yet the price charged the householder has remained constant.

Obviously a revision of rates is necessary.

For such a revision the Southern California Gas Company has applied to the State Railroad Commission.

Southern California Gas Company
One No. Broadway Los Angeles

A BRIEF MESSAGE, LUCIDLY TOLD, MARKS EACH PIECE OF COPY

**\$136,000.00 Invested in this Building and Equipment.
What Materials and Equipment were Selected? Why?**

He studied many sets of plans. He consulted ministers with building experience. He visited both old and new churches.

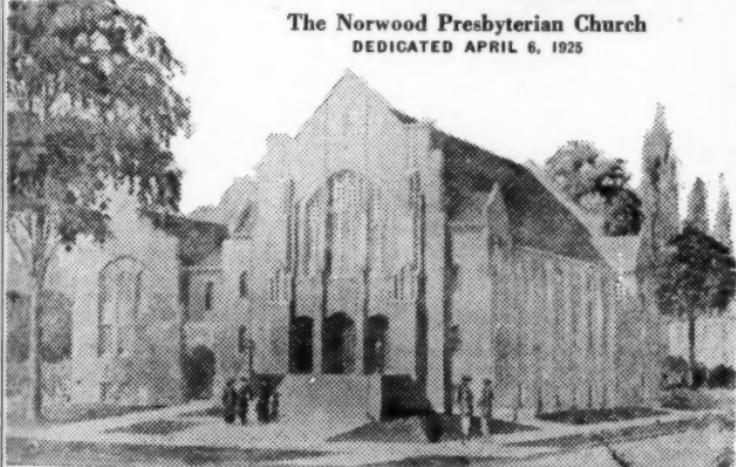
Items of Expenditure

Architects' Fees	\$ 2,860.00
Construction	91,872.00
Steel Work	4,685.00
Organ and Blower.....	5,060.00
Pews, Pulpit, Rail.....	6,780.00
Baptismal Font	100.00
Bulletin Boards	101.40
Heating Plant	5,494.95
Lighting Fixtures	958.98
Linoleum	2,742.93
Window Glass—zinc-leaded, flesh-tinted Cathedral glass.....	3,117.00
Folding Chairs	339.00
Communion Service	50.00



REV. WM. T. PATERSON, PASTOR
Floral Avenue at Washington
Norwood, Ohio

**The Norwood Presbyterian Church
DEDICATED APRIL 6, 1925**



The building is of buff tapestry brick with stone trimming. The Auditorium seats 600. The Social Room floor when made into 1 room accommodates 400 tables. Accordion Doors make of it: Assembly Room, 48x60 ft.; Dining Room, 30x30 ft.; Sewing Room, 20x28 ft.; Kitchen, 19x23 ft.

Use the Right Medium for Selling the Church Field
20,000 Active Ministers Buy and Read This Magazine Every Month
Sample Copy and Rate Card Free

THE EXPOSITOR

The Ministers' Trade Journal Since 1899

JOS. M. RAMSEY, Manager

710 Caxton Building, Cleveland, Ohio

17 West 42nd Street, New York

37 South Wabash Avenue, Chicago

Dec. 31, 1925

hearing itself, on September 28. Some of the topics covered were:

Day Wages and Monthly Salaries.
Gas Pipe and Gas Meters.
Gas Equipment and Investment.
Cost of Gas.
Living Costs.
Improvements.
Quality.
Public Interests.
Control.
Public Hearing.

The following is an example of the presentation of a single topic, the first of the series under the heading: "Day Wages and Monthly Salaries":

Not many years ago those who worked by the day were paid one dollar and a half for twelve hours' work. One hundred dollars a month was considered a high salary. Even during the past ten years salaries have increased greatly. Your Gas Company is paying an average of 50 per cent more today for the same class of work than it did in 1914. During the year 1924 almost three million dollars was paid out in wages by the Southern California Gas Company. If this same labor had been done in 1914, taking the average, it would have cost the Gas Company less than two million dollars.

This is one of the fundamental reasons why it is necessary for the Southern California Gas Company to apply to the State Railroad Commission for a revision of their rates in the city of Los Angeles.

Carrying through the expression of the company's desire to supply full information to the interested public, each of the first nine advertisements of the series was supplemented by the following paragraph:

This is one of a series of advertisements which are to tell our customers why we are applying to the State Railroad Commission for an increase in rates in Los Angeles. Should you miss any of these advertisements we shall be glad to furnish you with copies of them.

Supplementing the newspaper campaign, the company attached to all Los Angeles service bills in the three months preceding the hearing, stickers bearing a printed message conveying briefly the salient facts contained in the series of advertisements. The principal point made was that while the cost of living and the cost of materials and other factors entering into gas service had increased in ten years, the cost of

gas to the consumer had remained the same. Approximately 500,000 of these stickers were sent out.

The thoroughness of the company's campaign might well be considered to have been amply sufficient to call into action all the opposition, latent or active, to the increase. Yet, it is of interest to note that in response to the entire campaign less than forty people appeared on the day of hearing, and out of the forty less than a dozen had any complaint to make before the commission.

Radio Battery Account for Buffalo Agency

The Kimley Electric Company, Buffalo, manufacturer of radio batteries, has placed its advertising account with the Finley H. Greene Advertising Agency, Inc., of that city. Space will be taken in radio trade papers. Newspapers are being used in cities where the company has distribution.

School Board Member Advertises Report

A member of the School Board of New Castle, Pa., R. T. Withers, recently used paid space in local newspapers to advertise his report of a meeting of the board and to tell what took place at the meeting. He intends to make a report of every meeting in this manner.

F. V. Lindsey Appointed by Driver-Harris Company

Frederick V. Lindsey has been appointed sales manager of the resistance materials division of the Driver-Harris Company, Harrison, N. J., manufacturer of special alloys. He was vice-president and secretary of the Electrical Alloy Company, prior to its purchase by the Driver-Harris Company.

New Textile Paint Account with Campbell-Ewald

The Paintex Products Corporation, New York, has retained the Campbell-Ewald Company, of New York, advertising agency, to direct the advertising of Paintex, a new textile paint for use in the home.

Toy Account for Chicago Agency

The Gendron Wheel Company, Toledo, Ohio, manufacturer of children's vehicles, has appointed The Irwin L. Rosenberg Company, Chicago advertising agency, to direct its advertising account.



EVEN of the clients of this agency are the nation's largest manufacturers in their respective industries. This fact gives added proof of the high esteem with which Milwaukee is regarded by the nation's business leaders as a center of advertising capability.

OLSON & ENZINGER, INC.
Advertising

MILWAUKEE



How Much Freedom Should Salesmen Be Given?

Perhaps It Is Not Wise to Permit Them to Carry Out Uncensored Ideas of Their Own Origination

By W. R. Heath

TO what extent should salesmen be permitted to put their own ideas into practice without the formality of acquainting the sales manager of the character of these innovations? Should such ideas receive the close censoring scrutiny of someone high in the organization who will see to it that they are in sympathetic accord with the business ethics and traditions, of the institution?

Perhaps it will be best to answer these questions by reciting several unusual and interesting cases.

There drifted back to the desk of a Western sales manager a curt letter from a South Carolina druggist. He felt that the salesman who was covering that territory should be fired instantly, and with good reason. His methods were destructive. The dealer enclosed a typewritten memorandum covering almost an entire page, left with him by the salesman about whom he was complaining. This memo was an indictment of a competitive house. The salesman had raked and scraped up an amazing volume of scandal connected with the rival concern. It was soon to go into the hands of a receiver. The original members of the institution had sold their control. Not long since, a shipment of a boatload of goods had been returned from a South American port because it was not up to standard. The house was dealing heavily in bulk goods which were quietly sold to jobbers who were putting out their own competitive brands and much more along the same line.

The druggist resented this scandal sheet. He had dealt with that house for many years, respected it, and intended to continue to do business with it. Nothing the salesman might say would influence him to the contrary. These

accusations must be proved before they would be believed.

Unconsciously, this salesman had antagonized all of his customers. He had the mistaken idea that spreading such gossip would make himself and his own firm more secure in the eyes of the territory. When taken to task for what he had done, he stoutly maintained that the information came to him privately and that he was doing a legitimate thing when he broadcast the news.

A salesman for a concern specializing in perfumes quietly let it be known that his company was soon to put out a new odor in a fascinating new bottle. It was different from anything which had ever been marketed in this or any other country. There was to be a limited distribution of the article. Not every druggist would be permitted to handle it. Using this as a lever, and promising that he would exercise his influence and see that the customer was put on the list, the salesman managed to stir up new business and plenty of dealer interest.

A BAD KICKBACK

But when six months had passed and the sensational article was not forthcoming, the druggists became restive. The idea had been painted in such glowing colors that they could not forget it. The salesman had known that a new perfume was to be put out and advertised extensively, but the remainder of his colorful story was pure fabrication. As a matter of fact, the new product was quite commonplace. His exaggerations put the company in a very bad light which took considerable explaining to excuse.

For some unknown reason, certain salesmen are possessed to

More than 2,000,000 Newsstand Group magazines are on the newsstands today

Men's List—Now 9 Magazines

800,000 net sale guarantee

Page rate \$800

Ace High	Danger Trail
Action Stories	Lariat Stories
Black Mask	North-West Stories
Cowboy Stories	Ranch Romances
Wit of the World	

Women's List—Now 5 Magazines

400,000 net sale guarantee

Page rate \$400

Breezy Stories	Love Romances
Droll Stories	Snappy Stories
Young's Magazine	

Both Lists—Now 14 Magazines

1,200,000 net sale guarantee

Page rate \$1,200

ALL guarantees as to circulation must necessarily be ultra-conservative. It takes months to test new sales figures for permanence and to adjust the new advertising rates. The slow machinery of auditing lags behind.

In the meantime, really live circulations laugh at accountants and leap ahead as the public buys. *The best opportunity in all advertising is an investment in certain guarantees plus a speculation in the magnificent uncounted surplus of a rapidly growing publication.*

The Newsstand Group offers today just such an opportunity. The splendid surplus between its guaranteed circulation on which its rates are now based, and its actual circulation on which new guarantees and new rates will be based, stands as a bonus to its advertisers.

NEWSSTAND GROUP

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

Dec. 31, 1925

EVERY salesman knows that when a prospect begins to ask questions, it means that the sale is half made. Similarly every publisher knows that when his subscribers ask questions, it means confidence in the publication—it means reader interest—and that is what discriminating buyers of advertising want a publication to possess.

PRINTERS' INK receives over three hundred inquiries each week. They come from all over the world and from all types of organizations—manufacturers, advertising agents, publishers, printers, etc.

This flood of inquiries can mean but one thing—that PRINTERS' INK is a worth-while source of assistance. Such a reputation cannot be built in a day. It is the result of years of patient work. Also, it is the result, not of the endeavors of a few individuals or of a single department, but of an entire organization.

The publication to which your prospects and customers go when they want information is the publication in which they are most deeply interested. The publication which aids them solve their most difficult problems is the publication in which they place the most confidence.

These inquiries are significant in still another way. They are important indicators of the problems that are receiving the attention of business executives. They enable our editorial staff to keep in close touch with the day's sales, merchandising and advertising problems. As a result, the editorial pages of PRINTERS' INK tell executives what they want to know about the very subjects they are studying. Incidentally, it is interesting to know that the answers to seven out of ten questions are found right in PRINTERS' INK with the aid of our 290,000 card cross-index system.

Reader interest and reader confidence are what you expect to get when you buy space in a publication. Read in PRINTERS' INK of December 10 on page 89 the description of the inquiries PRINTERS' INK receives and how they are answered. Then decide for yourself whether our methods of handling over three hundred inquiries weekly give your message in PRINTERS' INK and PRINTERS' INK MONTHLY a receptive audience.

A reprint of the article containing a list of fifty important questions asked by our subscribers will be sent on request.

PRINTERS' INK PUBLICATIONS

185 Madison Avenue

New York

attempt to color their solicitations with some sort of "story," something which they are apparently holding up their sleeves. In every instance, these solicitations act as serious boomerangs, however.

One salesman thought he could win favor by offering to secure for dealers in remote places examples of exclusive advertising which they could run in their own home papers. This advertising matter was not always confined to the product he represented. For example, he would meet a dealer who wished to hold a special sale at some time in the future.

"Leave that to me," the salesman was in the habit of saying, "I'll fix you up. We have our own artists, engravers and copy writers. If we can help you, its no more than what we should do. I'll see that a special illustration and some copy is put into shape, and we'll send it down to you as soon as I can get back to the office."

In some instances, the salesman produced the material on his own, paying a very nominal sum for cheap pictures and plates. More often, he did nothing at all. The salesman had started something which he could not finish.

THIS IDEA WAS DISASTROUS

One of the most disastrous ideas ever evolved by a salesman was interlocked with special attention at the factory, when a customer happened to be in the city where the plant was located. This young man's line of approach was always the same:

"By the way, if you are ever in our neighborhood, stop in and see us. I'll see that you are introduced to some of the big folks, are taken through the plant, from end to end, and that's not all: We will give you a peek into the popular shows and slip the right word to the folks who are back of the night clubs. You'll be royally entertained, make no mistake about that."

While the salesman was out on the road, Jim Jones from some distant city, would accept the invitation, while visiting in that lo-

cality, and "drop in at the plant." He expected to be met with an opened-armed hospitality which usually proved to be missing. Nobody expected him. It was all very embarrassing. People were not permitted to roam as they saw fit through the factory and there was no such thing as visiting with the executives of the institution. And as for the shows and the night clubs and the fancy dinners; well, Jim went back sadly disillusioned and very hot under the collar. He merely thought that some sort of exception was made in his case. Perhaps he wasn't good enough. He came from a small town and he wasn't dressed like a dandy.

Another bad case was that of a salesman who freely offered to send large consignments of samples. He used this as a selling wedge and to curry favor, although he knew perfectly well that there was a great deal of quiet juggling with those samples, and instances of removing the contents of samples, placing them in special containers, and selling them across the counter.

This salesman took it upon himself to go to the man in charge of the samples and leave names and addresses and instructions as to how much to send, without the detail of consulting his sales manager or any other official of the company.

One day, when an investigation was made, it was shown that far too many cases of samples were going to this one territory. Then the crash came. The salesman attempted to validate his idea on the score of "making friends." Why shouldn't he be permitted the privilege? What were samples for? But he could not very well explain why, in some instances, one dealer had received as many as five cases of samples in a period of six weeks. Nor could he quite understand that it was dishonest.

A flagrant case had to do with supposed price concessions when there was really no such thing. The salesman in question had a practice, when he saw new customers, of telling them that he was shaving the prices down a little;

Dec. 31, 1925

just enough to make it interesting. He claimed he was charging the old timers more, but then something should be done to enthuse and interest a new outlet. However, the truth could not be kept from these new customers for long, and when they discovered the deceitful practice, they were enraged.

THREE TYPICAL CASES

A prominent sales manager was telling a story recently of three cases which he discovered.

"One of my men," said he, "came to me one day and asked if I had any objection to his writing direct to his list of customers from the office, on home stationery, with the company footing the bill for postage. It all sounded plausible and I gave my consent, although, I must say, I should have known better. I saw none of the letters he sent out."

"What occurred was this: Many extravagant promises and claims were made in the correspondence, and it was made to appear that the company sponsored the letters.

The salesman was not an important factor at all, in what was written. Some of the letters contained confidential matter, connected with the activities of the company and had no business to fall into the hands of outsiders.

"This case, however, was mild, as compared with what a second man did, this time without our knowledge. It was something he fell into the habit of doing while out on the road. He actually set himself up as a small Czar while visiting a town. He would go to one of the stores in a moderate-size village and this conversation would ensue:

"Smith, how would you like to be our exclusive agent in your community? I think I can arrange it if you will build your yearly orders up and make them worth while. Think what it would mean to have a corner on all this business. You know our house is spending close to \$900,000 in advertising each year. We will sell the goods for you, all right."

"The dealer was interested, naturally. It sounded good to

Financial Men *prefer the JOURNAL and POST*

in Kansas City

for complete and
authoritative market
and financial news
—local and national.

A Reliable Medium for Financial Advertising

KANSAS CITY JOURNAL-POST

LORENZEN & THOMPSON, Inc.

Chicago

New York

San Francisco

Seattle

him. Then, the salesman would tell the other dealers that the line was short or that it would be wise for them to wait for new merchandise. Anything to put them off, at least temporarily.

"He should have known that he could not keep this up indefinitely. But present sales were what he was after. Of course, it worked against him and us in the end. It was a plan that was nefarious and it caused loads of trouble to everybody until we put a stop to it and let the man go.

"There was another salesman who swamped us with complaints and his idea was new, so far as I know. We had always liked him and allowed him a great deal more latitude than we might ordinarily.

"By some hook or crook, he would get hold of new articles we were putting out and which were not scheduled for release for many months to come. Some of them were entirely experimental. In our business, we spring a surprise every little while, to keep the entire line on edge.

"With sample packages, this man would go into a dealer, and tell him that we were about to put out the specialities and that there was a marked limit as to where they would go, in the beginning. Scarcity would prevent much juggling of distribution for six months at least. Then, he would say that he had been given strict orders not to let any dealer have these goods in advance of competitors unless they bought liberally of the old lines, and special allotments were prescribed by him as an arbitrary amount. If they did not yield, then they would lose out on these new leaders. It was a blackjacking process of a particularly insidious character. And we were further embarrassed by having the news of these items leak out to the trade prematurely in this way.

"My experience teaches me that almost everything a salesman has in the way of an idea should receive the scrutiny of his sales manager. Otherwise, he will get himself and his house into grave trouble."



Convince the Readers of "PUNCH" by a good Advertisement of a good Product and you have convinced the most discriminating public in the world.

•

Rates and particulars
of available space
from

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, FLEET STREET
LONDON, ENGLAND

Keep an Eye on Latin America

The Competition for the Business of the Southern Republics Is Becoming Increasingly Severe

By Dr. Julius Klein

Director, U. S. Bureau of Foreign and Domestic Commerce

EUROPEAN manufacturers have recently been successful in the Argentine in public tenders for machinery, electrical equipment and mill supplies. These concerns usually maintain resident engineering staffs equipped to handle installations for their own account whereas competing American companies often have to rely on native or foreign sub-contractors.

This absence of resident American engineering staffs, particularly in the interior or out of the way sections of Latin America, makes possible the easy diversion of many valuable contracts to foreign interests. It is not uncommon for native or foreign engineers employed by municipalities or States—there are frequently no adequate public engineering departments maintained—to draw up specifications which favor our European competitors. German steamship lines to the Argentine are now virtually on a pre-war basis and their tonnage is modern and efficient.

In Peru, British agricultural machinery interests have secured as representatives a concern which has been successful in selling American automobiles and trucks. German mining and sugar-cane cars and rotary presses, Argentine phonograph records, Italian felt hats, and British and Swedish low grade fuel engines are also being actively pushed in this market. German manufacturers of drugs and essential oils are conducting a skilful advertising campaign in Peru through educational motion pictures and both German and Italian firms are using the Peruvian press extensively in an attempt to popularize their wares.

German and Belgian concerns

Portion of an address made at a recent Boston meeting of the New England Export Club.

have recently underbid American companies by a margin of 20 per cent in railway materials in Uruguay. In Paraguay, there is keen competition mostly on the basis of price in hardware and small tools. Notwithstanding the quality reputation of American products, this is also becoming increasingly the case in Brazil in hardware, chemicals and drugs, electrical equipment and specialties. During 1924, Germany secured orders for 125 locomotives for the railways of Brazil, and she is continuing to offer keen competition on a price basis. An Italian shipping company located at Genoa is planning the inauguration of a new service between Mediterranean ports, the Amazon Valley and South Brazil, and another has been put in operation to Central America and the West Indies. American products suffer now from the lack of transportation facilities to North Brazil, a service which Europeans have been able to supply by means of triangular traffic runs between Europe, Brazil and the United States.

RIVALRY IN COLOMBIA

In Columbia, competition from British and Belgian sources is keen in railroad supplies, and from Germany in locomotives. A Belgian bid accepted for 2,000 tons of rails quoted prices not materially different from those offered by American concerns. However, in supplying recent material (bridges) for the railroad, Belgian prices were distinctly lower than those offered by American houses, and the contract went to the Belgians, emphasizing the fact that in railroad purchases in Colombia, the price element is a very important factor. Because of this fact, German competition is also becoming active in engineering lines.

Various foreign trade delega-

The Knickerbocker Press
carries *more* radio lineage
in one issue
than Competitor prints in month!

The Knickerbocker Press

*in one issue**

Sunday, Dec. 13 . . . **16,296**

LINES

The Times-Union

in all issues

during November . . . **15,190**

LINES

This is not an isolated instance of the leadership of The Knickerbocker Press—ask us about the Albany, N. Y., newspaper situation in YOUR line of business.

The Knickerbocker Press
& Albany Evening News

Circulation 65,000 daily

Dec. 31, 1925

Speaking of Markets —

The St. Petersburg Clearing House Association is authority for these figures:

Bank Deposits

1916 . . .	\$ 2,240,637
1925 . . .	30,533,101

Population

1910	4,127
1925 { Summer .	40,000
1925 { Winter .	110,000

Building Permits

1920 . . .	\$ 2,801,120
1925 (1st 10 Months) .	19,300,000

Assessed Valuations

1916 . . .	\$ 15,959,435
1925 . . .	106,437,626

That's PROGRESS. The Sunshine City offers a rapidly expanding, perpetually prosperous market, and the DAILY NEWS gives complete coverage.

National Representatives:

GEORGE B. DAVID CO.
New York Chicago

Frank F. Puiner, Owner
Major Alfred Birdsall, Gen. Mgr.

Daily News
ST. PETERSBURG
PICTURE PAPER
St. Petersburg, "The Sunshine City"
FLORIDA

tions have visited Venezuela, among which was one of Canadian business men early in 1925. The importance of this delegation does not lie in Canada's present trade with Venezuela, but rather in her increasing trade with the neighboring islands, notably Trinidad and Barbados, and her endeavors to expand her trade with the Caribbean countries under Imperial Preference arrangements. Eight British possessions in this area were represented at a trade conference held in Ottawa last June which agreed to reciprocate in subsidizing transportation. Canada has also been extending her banking facilities in the West Indies and Continental Latin America during recent years. There are now 117 Canadian branch banks in the West Indies and 34 others in Central and South America.

FOREIGN COMPETITION IS ACTIVE IN MEXICO

Very active foreign competition is apparent in many lines in Mexico. In small electrical motors, cheap hardware and paper goods, Germany has again taken the lead. In various cities of Mexico, German-Mexican chambers of commerce have been established, and German manufacturers are going after Mexican markets in earnest. Further competition to American products in Mexico has been encountered from other European sources. In glass and glass products, Belgium and Czechoslovakia displaced American supremacy during 1924, and are distinctly in the lead this year; inroads are being made into American sales of mineral waters and similar non-alcoholic beverages; German, British, and Canadian sales of industrial chemicals are increasing; while Great Britain has materially increased her share of cotton manufactures imported into Mexico during 1924 and 1925. Canadian exports to Mexico, which a few years ago were valued at only a few thousand dollars, amounted to \$3,510,397 in 1924. Of this total, a very substantial share was made up of industrial chemicals, sodium compounds alone

accounting for \$1,823,707. Considerable Canadian competition is being offered to American wheat flour. German activity in small hardware is especially noticeable in the Northern districts, while American sales of paper and paper products in Mexico are being very seriously menaced because of substantially lower prices offered by German manufacturers.

In Central America, greater activity on the part of German exporters of electrical goods is noted, particularly in Guatemala and Costa Rica. European manufacturers of small machinery and equipment, and specialties such as blown glass, mirrors, small hardware, etc., are making a decided bid for recovery of Central American markets. British sales of cotton manufactures are also increasing.

Very keen competition from European sources is being offered American paper products in Cuba. While the United States still leads in the better grades of paper, such as writing paper, Europe, and especially Germany, has taken the

lead elsewhere. The manifest of a German vessel arriving in Cuba, not long ago, showed goods ranging from mirrors to pianos and from ink to automobile accessories. The largest single item was paper, other important shipments being 300 barrels of chlorate, 55 boxes of watches, 2,000 sacks of fertilizers, 108 boxes of miscellaneous glass, 5,082 sacks of rice, etc.

The foregoing convincing evidence of the activity of our principal European competitors in Latin America—which, I may add parenthetically, has been gathered through the foreign offices of the Bureau of Foreign and Domestic Commerce located both in Europe and in Latin America—should not induce any hysterical fear that Europe is going to walk off with the American market in these Central and South American republics. It does indicate, however, a plain intention to accomplish this purpose and it does indicate that the American manufacturer and exporter must co-ordinate and concentrate his efforts if we are to frustrate this purpose.

Daily Departmental Features
Daily Coverage of World News
Daily Business and Financial Pages

Make the

Boston Evening Transcript

A balanced newspaper that is
read, respected and believed.

That is why it **PULLS**

National Advertising Representatives

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Raising the Valleys to the Level of the Sales Peaks

This Is One of Advertising's Outstanding Achievements When It Is Used Continuously

THE BUTTERICK QUARTERLIES
CHICAGO, ILL.

Editor of PRINTERS' INK:

From time to time PRINTERS' INK has had articles discussing the "peaks and valleys" of sales and advertising effort in the spring and fall and the great decrease in such effort in the summer.

I am quite anxious to get hold of some such material and as I recall your articles were very enlightening. Would it be possible and convenient for you to send me a list of these articles on this subject that appeared in PRINTERS' INK together with the issues in which they appeared?

J. S. HURLBURT,
Western Manager.

THE question as to how close a connection exists between spasmodic advertising and spasmodic business is an interesting one. The great early successes in advertising were built up almost entirely by continuity. In those days, success through advertising came, not through clever copy, or dominating once-in-a-while display, but through consistency and everlasting plugging.

Then, there came a period when a mass attack in force took the place of the sound old idea of continuity. As publishers began to keep charts in connection with the volume of advertising they carried, it was seen that there were many points of similarity between the movements of the lines on those charts and those on manufacturers' production charts. There were two big peaks in many of the advertising charts as there were in manufacturers' production and sales charts. The peak load in labor and other essentials had to be carried by the publishers and manufacturers during the entire year. The printer and publisher found the same difficulty the manufacturer did in laying off employees in the dull season, and then getting back the same employees and developing them into a smoothly running organization in time to take up the peak load in the spring and fall. As one publisher said: "We often had to

change our whole organization from a valley to a peak load within a week." Manufacturers who had abandoned the old idea of continuity in favor of the spring and fall campaign found they were accentuating their own difficulties.

There are three fundamentals to national business:

1. Labor.
2. Transportation.
3. Finance.

There are heavy automatic calls on all three of these essentials during nature's peak seasons in the spring and fall. There are crops to be planted or harvested, machinery to be purchased and labor hired. Transportation facilities are working overtime in nature's peak season.

Many manufacturers, as they come to analyze more carefully their own problems, saw that they had no particular climatic reasons for doing all their advertising in nature's peak seasons. They discovered that their spasmodic advertising and sales methods helped build the peaks higher and shorten still further the buying season. How advertising came to be thought of as far more than a mere push to put behind a lot of merchandise, and was gradually taken up as a stabilizing force for sales, production and personnel problems, makes an interesting phase in the history of advertising as an economic force. Leading manufacturers returned to the original principle of continuity and added new ideas to their selling methods, new slack season items to their line, and by shattering old traditions they lengthened buying seasons and put their employees on a far better basis to purchase the products of other men's efforts.

Instead of concentrating most of the force of advertising to move a big block of merchandise at peak seasons, thus putting an

90% home coverage!

LONG BEACH . . . 185,000
CALIFORNIA Population

PRESS-TELEGRAM . . . 36,000
Circulation

A THRIVING MARKET

90% Covered Through One Medium
The Dominant Newspaper of the Great Harbor Industrial District

Gas Meters	32,000
School Children	25,000
Property Owners	89,450
Electric Connections	37,470
Names in City Directory	59,000
Active Water Consumers	22,907
Monthly Industrial Payroll	\$1,500,000
Daily Interurban Passengers	5,000
Daily Bus and Local Street Car Passengers	100,000
Daily Mail Deliveries (letters and packages)	100,000

Press  Telegram

LONG BEACH

CALIFORNIA

National Representatives

EASTERN TERRITORY

WILLIAMS, LAWRENCE & CRESMER
225 Fifth Avenue, New York City
360 North Michigan Avenue, Chicago, Ill.

PACIFIC COAST

KIMBALL-MOGENBREK CO., INC.
164 Market Street, San Francisco
713 Title Insurance Bldg., Los Angeles
212 Madison St., Seattle, Wash.

90% home coverage!

Dec. 31, 1925

extra strain upon labor, transportation and finance, concerns that established leadership and stabilized their production by means of advertising and new ideas, received preferential markets in all three fundamentals. In periods of stringency of transportation, trade-marked cases of advertisers seem automatically to get better service. A wage-worker would far rather be employed in a factory which offers continuous employment than one which is spasmodic in sales and production. Bankers admit that new financing is far easier for concerns whose trade-marks are familiar to the masses.

The manner in which leaders in all lines of industry have applied ingenuity to their sales and production problems and put behind the new ideas the force of year-around advertising, makes interesting reading and indicates one important method by which this country has taken its place as a leader in permanent prosperity. How manufacturers have man-

aged to sell electric fans and ice cream freezers, in the winter months, searched out markets for snow-shoes in the tropics, for farm machinery in South America during off seasons here, how wool yarns were marketed in July and a special type of watch chain in August; these and scores of similar articles full of suggestions for manufacturers who are interested in stabilizing production have appeared regularly in PRINTERS' INK and PRINTERS' INK MONTHLY. A list of more than ninety such articles of benefit to advertising agents, publication and newspaper representatives as well as to manufacturers has been sent to Mr. Hurlburt and is available on request. These articles are grouped under the general head of "Eliminating Peaks and Valleys" and the list has just been brought up to date.

Some day, it is predicted, one of the great national services of advertising will be to persuade the owners of all great basic industries such as iron, coal and steel,

TAMPA EVENING GLOBE

TAMPA, FLA.

HERE IS PROOF OF ITS ADVERTISING WORTH

December 8th, 1925.

Tampa Evening Globe, Tampa, Florida.

Gentlemen:

I ran a display advertisement in The Globe, exclusively, Friday, Dec. 4, measuring 2 col. x 8 inches; and I thought you would be interested in knowing that it delivered the goods, for I sold \$1,786.33 worth of suits and other merchandise, which I attribute to the remarkable pulling powers of the display columns of The Globe. I confess that I was not sure just what the results would be when I gave my initial order to your paper and I must say that I am simply amazed at the results obtained.

Wishing you much success, we are,

Yours very truly,

MOORE'S MEN'S STORE.
L. R. Moore, Owner.

LPM|FB.

Home Distribution and Street Sales
25,000

JOHN C. MARTIN, Owner

Represented by

FROST, LANDIS & KOHN

New York

Chicago

Atlanta

St. Louis

Kansas City

to use the modern marketing and advertising methods which manufacturers have found so efficacious in ironing out their sales and production charts. The extension of year-around advertising to back up new ideas promises one of the most interesting developments of the next few years. Leaders in almost every field of manufacture have been helped immeasurably in attaining and retaining their leadership through consistent, year-round advertising rather than by piling up peaks through spasmodic advertising in the spring and fall.

This fact makes the present a good time for every man interested in better business, and the retention of a permanent level of prosperity, to stress the importance of continuity in advertising, steady effort instead of spasmodic, for the well-being of business as a whole.—[Ed. PRINTERS' INK.]

New Construction Device Advertised

The Blaw-Knox Company, Pittsburgh, Pa., manufacturer of steel products, is advertising a new device, the Inundator, which controls the amount of water used in mixing cement. D. Clinton Grove, advertising manager, informs PRINTERS' INK that plans call for the use of engineering and contracting papers, and direct-mail advertising.

M. D. Bohen with Minneapolis "Tribune"

Mark D. Bohen, for the last six years advertising manager of the Russell-Miller Milling Company, Minneapolis, has joined the advertising and promotion staff of the Minneapolis Tribune.

H. W. Pearson Joins Criterion

H. W. Pearson, recently president of Robbins, Pearson & Company, Columbus, Ohio, advertising agency, has disposed of his interest to become associated, as vice-president, with the Criterion Advertising Company, New York.

Robert R. Theobald Dead

Robert R. Theobald, vice-president of the Toledo Scale Company, Toledo, Ohio, died at that city on December 19, at the age of thirty-five. He had been with the company since 1918.

The Southern Engineer, Atlanta, Ga., will become the *Southern Power Journal*, commencing with the January issue.

People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

San Francisco

Chronicle

NATIONAL REPRESENTATIVES

Williams, Lawrence & Cresmer, 225 Fifth Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles, Cal.

praise

"Without a word of flattery we are compelled to say that this is about the best compiled and printed catalog that has ever come to our attention." If you need a fine catalog we will be glad to serve you.



CURRIER & HARFORD LTD

Selective Advertising

27 East 31 New York Cal 6076

College Endowment Increased by Advertising

**Small Institution in the Northwest
Appealed Locally for Additional
Support through Newspaper Ad-
vertising—Indifference of Public
Was Overcome as Campaign
Progressed.**

FOR thirty years, Whitworth College, a small Presbyterian institution at Spokane, Wash., has been struggling along with a total permanent endowment of \$30,000. It didn't have the best possible standing with the business men of the community, and although the type of student was high the total attendance was not large.

A month or so ago, the total assets of the college were increased \$100,000 after a month's work by a small force of men. This result was brought about through one gift of \$30,000 and a multitude of smaller gifts, at a total expense of \$8,000, of which \$4,000 was invested in newspaper space.

There was ample preparation for the campaign, such as the organization of teams of canvassers, but the big job in front of Lawrence Wheeler, in charge of the drive, was a turning of the sentiment of Spokane from an apathetic or negative attitude toward the college to one of positive helpfulness.

The first effort toward this in display space was a ten-inch, four-column advertisement in local newspapers, inviting the public to visit the college on Sunday afternoon. The vesper service was held in the college chapel, and every opportunity was given, without solicitation of funds, for the public to discover just what the college meant to the town.

A series of display advertisements of various sizes, most of them half pages, followed this invitation to visit the college, the advertisements appearing daily leading up to the week of the campaign. These emphasized the college as a community asset, and the

suggestion that wealth is now reckoned in terms of men rather than money, and that the college is turning out men of the highest calibre.

The next half-page advertisement stressed the advantage of schools and churches to the community, and showed from examples of colleges in other parts of the country that an endowment for Whitworth would mean a larger student body, and pointed out that the income from the endowment would be spent in Spokane.

One piece of copy, emphasizing the community aspect was as follows:

Whitworth College In Terms of Dollars

Whitworth College already spends \$30,000 a year in Spokane. When her endowment fund is completed the interest on the money year after year will flow into the commercial life of Spokane.

Endowment will make a stronger college, attracting hundreds of students. It is estimated that the average college student means \$500 to the community in which he is educated.

A stronger college, such as Whitworth will be, attracts families who come to educate their children. Every aspect of the college situation shows an aid to the commercial standing of the city.

Invest in a Greater Future
October 18 to 25

The churches co-operated with special sermons on Christian education, all of which were preceded by half-page advertisements. One advertisement included reproduction of a cartoon from the *New York Times*, pointing out that crime costs the nation \$10,000,000,000 a year, while colleges such as Whitworth inculcate principles of right living.

E. T. Gash with The Huron Press

Ellis T. Gash, recently in charge of the copy and art service department of the Marion S. Burnett Company, Chicago, has joined the staff of The Huron Press, Inc., direct-mail advertising, also of Chicago.

Lester Davis with Ernst & Ernst

Lester Davis, formerly with the Frank Presbrey Company, New York advertising agency, has been appointed advertising manager of Ernst & Ernst, public accountants, also of New York.

Color

**Now only 20 cents a thousand more
—The most attractive advertising
“Buy” in the entire farm paper field**

Southern Agriculturist starts the new year with over 500,000 circulation. At \$2,060 a page, this makes the color cost of your advertising but 20 cents a thousand more than black only—actually less than the cost of printing—less, even than the cost of ink.

Color in Southern Agriculturist insures preferred cover position, with printing on high-grade, book paper—not an insert. Compare the rates:

Cover, 2 color process . . .	\$2,060.00
Black, inside page	1,960.00

Cost for Color	\$100.00
--------------------------	----------

Southern Agriculturist covers the prosperous South from Virginia to Louisiana—the states with bumper cotton and big corn crops—giving 100,000 more circulation in this territory than any other farm paper.

*Let us send you samples of
our two-color printing and list
of remaining open positions.*

Southern Agriculturist

Now more than half a million subscribers

B. KIRK RANKIN, Publisher

JAMES M. RIDDLE COMPANY, Special Representative
Chicago New York Kansas City San Francisco

Dec. 31, 1925

Chicago "Daily News" Sold to Group Headed by Walter A. Strong

THE Chicago *Daily News* was sold on the day before Christmas to a group of Chicago financial and business men headed by Walter A. Strong, former business manager of the paper. The price paid to the Illinois Merchants Trust Company, executor of the will of the late owner, Victor F. Lawson, for the *Daily News* will be in the neighborhood of \$14,000,000.

Mr. Strong becomes publisher of the paper and will own and control 70 per cent of the stock of the company. Hopewell L. Rogers, who was assistant publisher under Mr. Lawson, will be vice-president and treasurer of the company. Charles H. Dennis will be editor.

Associated with Mr. Strong in his purchase are:

Sewell Avery, Miller Brainerd, E. E.

Brown, Benjamin V. Becker, Laird Bell, W. C. Cummings, Reuben H. Donnelley, R. E. Durham, B. A. Eckhart, Louis Eckstein, J. V. Farwell II, Walter L. Fisher, James M. Hopkins, J. L. Houghteling, Morton D. Hull, Thomas D. Jones, Donald McLennan, John W. O'Leary, Robert P. Lamont, Clifford Leonard, S. O. Levinson, Frank O. Lowden, Joseph E. Otis, James A. Patten, Charles Piez, Charles B. Pike, George E. Porter, Julius Rosenwald, John M. Smyth, S. T. J. Straus, Harold Swift, Lucius Teter, and George Woodruff.

Purchase of the *Daily News* will be financed through an \$8,000,000 debenture issue and the sale of \$6,000,000 in preferred and common stock.

The buildings and real estate which constitute the present publishing plant of the *Daily News* were not included in the sale. These will be rented for the next few years while plans are being perfected for a new building and plant.

To PRINTERS' INK Mr. Strong said last week: "In many respects the *Daily News* has not changed hands. The policies that commanded respect and loyalty under Mr.

Tampa Morning Tribune

Established 1894

Sunday	CIRCULATION	Daily
59,202		34,321
TAMPA		

Florida's industrial and commercial city. Distributing center for the nation's fastest growing section.

FLORIDA

Agricultural Products, 1924	\$100,000,000.00
Naval Stores	\$13,000,000.00
Timber	\$36,000,000.00
Fisheries	\$20,000,000.00
Mineral	\$19,000,000.00
Manufacturing	\$215,000,000.00
Tourist Resorts	\$100,000,000.00
Bank Deposits, June 1, 1925	\$602,610,000.00
Population, State Census, April 30, 1925 . . .	1,263,549

S. C. Beckwith Special Agency, Representative

Lawson will be preserved by the new management. We expect to progress but we do not expect to alter the fundamental character of the paper."

Mr. Strong has been with the *Daily News* for the last twenty years. He started his newspaper career as a reporter but turned to the business side of publication after a year or two. In recent years he has been regarded in advertising circles as the personal spokesman of Mr. Lawson, who seldom addressed gatherings. Mr. Strong has always taken a prominent part in Audit Bureau of Circulations affairs relating to newspapers and at the last convention of this organization was re-elected a member of the board of directors.

California Citrus Crop Broke Record

The citrus fruit crop of California for the 1924-25 season brought the greatest returns, amounting to \$93,581,263, of any year in the history of the industry. E. G. Dezell, general manager of the California Fruit Growers Exchange, Los Angeles, makes the statement that, "The total orange and grapefruit supply has increased 211 per cent in the last eighteen years, with a marked increase in per capita consumption for each five years. This increase has been absorbed without a corresponding decrease in price levels to the producer, showing a growth in consumer demand to which advertising and sales promotion have largely contributed."

The Exchange handled 75.4 per cent of the total crop, valued at \$70,236,507, compared with \$50,508,184 last year.

Curtis Pneumatic Machinery Appointments

The Curtis Pneumatic Machinery Company, St. Louis, has appointed John D. Lodwick sales manager and L. C. Blake advertising and sales promotion manager. Mr. Lodwick and Mr. Blake have been actively associated with the company for more than fifteen years. Walter C. Hecker, vice-president, continues in executive charge of these two departments.

C. M. McLennan Joins Florida Development

C. M. McLennan, formerly Chicago manager of *Maclean's*, has been appointed advertising manager of The Pulver Islands Development Corporation, St. Petersburg, Fla. In addition, he will undertake some special work for the St. Petersburg *Daily News*.

The Atlanta Journal Atlanta, Ga.

Daily Sunday Tri-Weekly

Thank you heartily, National Advertisers and Advertising Agencies, for the largest sum of orders ever received from you in one year by The Atlanta Journal.

Advertising in The Journal Sells the Goods

50,000 GERMANS IN ROCHESTER

The *Daily Abendpost* affords advertisers the opportunity of securing the desirable trade of these people.

There has been a large influx of Germans, Austrians and Swiss since Spring 1923.

The *Abendpost* carries the advertisements of nearly all the local merchants and many national advertisers.

It produces results because it goes directly into the homes where it is carefully read by people who have the money to buy.

**ROCHESTER'S GERMAN DAILY
ABENDPOST**
50,000 GERMANS IN ROCHESTER

L. Klebaum,
280 Madison Ave., New York
Eastern Advertising Representative

Franklin E. Wales,
140 South Dearborn St., Chicago
Western Advertising Representative

The Immeasurables of Advertising

(Continued from page 6)

Chateau Frontenac wintersport advertising.

Only a few sportsters crossed the border that year. They still kept going to Lake Placid, Poland Springs and The Poconos.

In 1922, Montreal tried "attractions"; bathing girls on the ice, beauty contests, red-fire carnivals. Ottawa talked some more. Chateau Frontenac ran its same romantic campaign—from November 20 to February 15, and the next year, and the next.

By 1924, Montréal had quit. Ottawa had quieted down. But in the fashion, society magazines, in the newspapers, frequent references began to appear as follows: "Quebec, the St. Moritz of America." "Quebec, the Winter Sports Rendezvous." "Quebec, the Home of the Glorious Canadian Winter."

In February, 1924, Chateau Frontenac bookings were 200 per cent greater than in 1921. They were as large as the bookings of a normal June.

Montreal and Ottawa? . . . They are still wondering how it was done.

Immeasurable Number Six: The value of continuity.

New places, new ideas, new vogues are not sold to the public in a day. They depend on a gradual mobilization of public opinion—through persistent pounding, pounding, pounding.

Political leaders say it takes a generation to sell a new political idea to the people. Praise be that it doesn't take as long for an advertising idea. But it does take three to five years. Most experienced advertisers agree on that. So, they plan in three- to five-year cycles. To them, test campaigns mean nothing. Persistency and continuity can't be short-cutted. They are processes. Their progress can hardly be observed, much less checked. Add them—to the Immeasurables.

* * * * *

Paine, Webber & Co., some time ago, brought out an issue of Proc-

ter and Gamble securities. The company's salesmen took the notes the rounds of their customers. Sales were remarkable, and remarkably easy.

V. Russell Leavitt, a manager for Paine, Webber & Co., was interested in finding an explanation. He quizzed various salesmen. All agreed that it was a common thing for the man approached to come back with "Procter & Gamble. O, they make Ivory Soap." From that point on, the sale was largely a matter of "how much."

Immeasurable Number Seven: Good-will, reputation, or whatever else you call it.

This Immeasurable needs no comment. Everyone recognizes it as an invaluable by-product of advertising. If large advertisers do not assign it a book value, they, nevertheless, give it a sale-value, running into millions. Yet, how is it produced, how does it grow? Immeasurable!

* * * * *

1920. An investigator returned from the rounds of the jewelers of the country. His report was full of discouragement for the product he represented, sterling silver.

"Many people think plate better than sterling."

"Most people don't know sterling is solid silver."

"Sale of sterling is steadily declining."

"People won't pay the price."

"Modems get away with plate, and put the money into clothes."

"Jewelers are opposed to any sterling advertising."

Nevertheless, International Sterling began its campaign of education on sterling. Soon, other sterling manufacturers joined in the work.

Sales grew. Satisfactorily, but not startlingly. Interest was evident, but not overwhelming. But the advertising kept steadily on.

In 1925, another investigator went out. How different his tale, when he returned.

"People appreciate what sterling is now."

"All classes are buying sterling."

"People know much more about designs and makers."

"The jewelers won't stock a

MOTHER'S-HOME LIFE

Leads the Mail Order Magazine Field in Advertising Lineage for the Year of 1925

The Only Magazine in the Field to Show a Gain

	1925 Lines	1924 Lines	Gain Lines	Loss Lines
Mother's-Home Life	122,790	99,950	22,840
Household Journal.....	122,212	144,410	22,198
Comfort	117,909	137,201	19,292
Vickery & Hill.....	94,427	105,061	10,634
Everyday Life	89,043	100,692	11,649
Home Friend	83,204	90,336	7,132
Gentlewoman	79,532	97,839	18,307
Illustrated Companion...	50,230	54,185	3,955

The above figures furnished by The Advertising Record Co., the nationally recognized auditors of magazine and newspaper advertising lineage.

This proves Mother's-Home Life "pulls" for the advertisers.

The guaranteed circulation has been increased to 800,000, but there has been no increase in the advertising rate.

Member of Audit Bureau of Circulations.

For the February Issue We Will Print

875,000 Copies
\$3.50 Per Line

This is the lowest rate per line per hundred thousand of any national monthly magazine in the small town field holding membership in the Audit Bureau of Circulations.

Forms will close January 8th.

Please send copy early or wire space reservations at our expense.

For additional information, address

M. F. Hayes, Advertising Director
630 W. Jackson Blvd. Chicago, Ill.

Eastern Representatives LEE & WILLIAMSON 171 Madison Ave. New York	Kansas City, Mo. RALPH W. MITCHELL 306 Coca Cola Bldg.	Atlanta, Ga. A. D. GRANT 201 Constitution Bldg.
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Dec. 31, 1925

A Great California Food Industry Needs a Sales Manager

One of California's largest and best organized industries is looking for a sales manager. This man will have an opportunity to grow up with a new but proven development of enormous national and foreign possibilities.

He must be a good organizer and executive, possessed of sound judgment, proven ability in merchandising and a personality that will enable him to work effectively and harmoniously with other men. He should be competent to shape policies and build a departmentalized sales organization for a variety of widely different products, each with large possibilities.

The man who fills this position will make his home in Southern California but he should have had eastern experience—preferably in the national merchandising of food or beverage specialties. We hope to find a man who is still "in his thirties" and thinking more of the future than of today's salary.

Right now he is probably an assistant sales manager or district sales manager of a successful concern and seeking greater opportunity.

The position is newly created and is open now. No capital is needed.

Only written applications are desired and they will be held strictly confidential. Address

LORD & THOMAS

1151 South Broadway
LOS ANGELES

new design unless it is nationally advertised.

"Sterling business much improved."

In five years, a complete face-about. In five years, both trade and public converted. And the sterling business stands on the brink of a new era.

Immeasurable Number Eight: Education.

Good educational advertising has almost text-book value. The people rely on it for new ideas and for personal advancement. They study it consciously and they imbibe from it unconsciously. And so the new things and the better things have a wonderful avenue into public favor. But it isn't the fastest avenue. Education is a gradual process. Its worth can't be measured until its result is accomplished. Another Immeasurable!

* * * * *

She was fastidious. She was intelligent. She used Ivory soap.

"You don't need to save money, do you?" she was asked.

"No!"

"Did the advertising sell you?"

"I don't think so. At least, I don't remember such a thing."

"Well, what did?"

"Really, I don't know. Ivory's always appealed to me as being such a nice, fine soap."

This impression certainly did not come from the soap. Certainly not from its wrapper. It must have been—

Immeasurable Number Nine: Atmosphere.

Women, particularly, have feelings. And their feelings are their strongest "re-actors." If a thing appears nice, that is enough—it is nice. For, niceness is not a way of talking; it is a way of being. And so, niceness is best expressed by atmosphere. And atmosphere, instead of a rarified nothing, becomes a salesman—a salesman to the feelings. How vague all this—yet how undeniable. Credit again—an Immeasurable.

* * * * *

There are more Immeasurables. But these examples include the principal ones.

If an advertisement be con-

structed in the light of all these Immeasurables, what an advertisement that would be! It would satisfy every fundamental of good advertising.

Let advertising strive always for more definite measurements of its results, but let those measurements come out of first-hand studies of the consumer. Coupons are as much a test of the attractiveness of the offer as of the advertisement's effectiveness.

So, let the advertiser go back to his original articles of faith. Let him put his chief reliance on the immeasurables; they hold the greater results.

Peninsular Publishing Company Appointment

The Peninsular Publishing Company, Tampa, Fla., has appointed F. E. M. Cole, Inc., publishers' representative, Chicago, as representative in the West for *Sunland* and *The Packing House News*.

Sunday Edition for Cumberland, Md., "News"

The Cumberland, Md., *News* has started publication of a Sunday edition.

Turns Business Over to Two Old Employees

A. L. Samuels, Philadelphia, manufacturer of petticoats, has turned his entire business over to two employees who have been with the business for about twenty-five years. Mr. Samuels will act only in an advisory capacity when called upon. He says that he determined to do this after his last trip to Europe when he found that William N. Mayer and Edward L. Stouch had conducted the business so well during his absence. Mr. Mayer was nineteen years old and Mr. Stouch was sixteen when they first started to work for Mr. Samuels.

Candy Trade Magazine to Change Size

Effective with the February issue, *Candy and Ice Cream Retailer*, one of the Boyle candy publications, Chicago, will be changed from its present size, five inches by eight inches, to nine inches by twelve inches, making it uniform in size with its companion publication, *Candy Factory-Jobber*.

New Newspaper for Los Angeles

A new daily newspaper is being published at Los Angeles, under the name of the *Journal of Commerce*. It will be devoted to construction, engineering, harbor development, etc.

BLANCHARD-NICHOLS-COLEMAN

*National
Magazine Representatives*

announce the opening of
an office at Atlanta,
Georgia—408 Grant Bldg.

WILLIS OSBORN

Resident Manager

Atlanta

Los Angeles

San Francisco

Seattle

What Advertising Did for Life Savers

TWELVE years ago, when the business to manufacture Life Savers was formed, it started with a capital of \$3,800. Since that time, the company has been a constant advertiser, increasing its advertising efforts with the expansion of its business.

During the first ten months of this year, Life Savers, Inc., has sold 129,005,000 five-cent packages of its product. Its profits for this period amount to \$914,698. This does not include the profits of the Canadian business. These facts regarding the company's operations are given in a recent statement issued by Edward J. Noble, founder and president.

Every year, since 1921, sales of Life Savers have shown a steady and substantial increase. The confection is made in six flavors and, according to Mr. Noble, is now known in practically every civilized country of the world. Since 1916, more than \$5,000,000 has been spent to familiarize the public with Life Savers and the current advertising and sales development expenditure amounts to more than \$1,250,000 annually. The product is sold to over 8,000 jobbers and dealers in the United States.

The annual sales of the company are as follows: 1924, 137,030,000 packages; 1923, 108,635,000 packages, and 1922, 83,625,000 packages.

"During 1925, the production and sales of hard candies known as 'Life Saver Fruit Drops' was commenced," Mr. Noble says. "Without the aid of any advertising, the sale of this product has shown a steady and substantial increase. With advertising expenditure it is expected that sales from this product will duplicate the results shown in the past by Life Savers."

A new company is to be formed to take over the business, but the management will remain unchanged.

Advertising Asks Profession to Help Correct an Error

The California Fruit Growers' Exchange, Sunkist oranges and lemons, aware that many people classify citrus fruits as acid fruits, is using full pages in medical journals asking the support and aid of the medical profession in its campaign to correct this error. Referring to those who are misinformed, the copy says:

"They are not familiar with the fact that you prescribe these fruits for that very ailment (acidity), to offset acidity, to gain the alkaline reaction in the blood required in such cases. In fact, doctor, you may be surprised to learn how many of your own patients hold to this mistaken view."

"We are endeavoring to correct this error in the interest of the public and ourselves as growers of these fruits. We feel that you will help us willingly, because you know the facts, and because good dietetics today, more than ever before, places importance on the citrus fruits."

A note in the form of a postscript contains this unusual request: "We ask physicians to observe the tone and character of the statements regarding the healthfulness of oranges and lemons, that we always employ in our announcements to consumers in the national magazines."

C. L. Ailes to Join Galion Iron Works

C. L. Ailes will join the Galion Iron Works & Manufacturing Company, Galion, Ohio, an advertising manager, on January 1. He was recently associate advertising manager of the United Alloy Steel Corporation, Canton, Ohio, with which he has been for eight years.

R. N. Schlick Heads W. R. Mathews Company

Roy N. Schlick, who has been vice-president and superintendent of The W. R. Mathews Company, advertising typographers, Cleveland, is now president and general manager. He succeeds W. R. Mathews, who has withdrawn from the business to devote his time to other interests.

"Cine-Mundial" Opens Chicago Office

Cine-Mundial, New York, has opened an office at Chicago, which will cover Illinois, Michigan, Ohio, Indiana and Wisconsin territory. Davis M. Shryer who was formerly with *Good Housekeeping*, New York, is in charge.

Join Manning & Greene

Lawrence Blazey and T. S. Belden, who have been engaged in free lance work, have joined Manning & Greene, Inc., advertising art, Cleveland, Ohio.

ALFRED J. SILBERSTEIN, INC
ADVERTISING

116 WEST 32ND ST. NEW YORK

TELEPHONE PENN 3092

The firm style adopted for the new company formed by Mr. Silberstein, one of the co-partners in the Alfred Austin Advertising Agency dissolved on January 1st, 1926. The new organization is conducting business in the same quarters occupied by the Alfred Austin Advertising Agency and with the same staff. Mr. Bert Goldsmith has been admitted to membership in the firm.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

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D. M. Hubbard	
Russell H. Barker	
Washington: James True	
London: Thomas Russell	

NEW YORK, DECEMBER 31, 1925

A Message for the Shifting Advertiser A beginner in the business of advertising, after two or three years of acquaintance with the subject, is apt to ask, "Why do accounts shift so often from agency to agency?" Frequently he feels the urge to write on that subject, and what he writes always reveals a lack of real thinking.

The subject is not one that should be "viewed with alarm." Accounts shift as often and as readily from bank to bank as they do from advertising agent to advertising agent. We could go on and point the parallel to other lines of human endeavor—say, medicine.

Collier's recently offered a prize to its readers for the best letter on the subject of "What Do You

Think of Your Doctor?" The prize was awarded to an attorney who wrote a letter in which the main theme was an appeal to the patient to give the doctor a fair chance. "What builder, baker, or butcher," asked this prize-winning letter, "cares for your trade if you run from one to another explaining your lack of confidence in your present dealer?" Then touching directly upon the doctor, the latter said: "He knows that his turn will be next, especially if you fail to do what he insists be done to insure your satisfaction."

These quotations make clear the point that the reason for shifting lies in the fact that there are many misguided people who believe in change for the sake of change, and who believe the new must necessarily be better than the old for the sole reason that it is new.

That is the type of person who is responsible for the shifting of accounts in the agency field. We do not mean to imply that there are not cases where the agent is entirely to blame for the shifting of an account. The basic reason, however, lies with the user of agency service.

Agency service, medical service, banking service up to a certain point can be bought with money. Money, however, can go only so far. Beyond the point reached by money other considerations enter in. And the greatest of those other considerations is loyalty. For a client who is loyal and who thereby shows confidence in him, an advertising agent will do much that he would not take money for. The client has earned such service.

Advertising Promotes Economic Peace

Through the effects of advertising, the American people are being united economically and spiritually. This thought occurs to us as we read an address delivered the other day before a convention of the Investment Bankers' Association by W. S. Clifford, president of the American Telephone & Telegraph Company. The economic

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PRINTERS' INK

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peace and concord now settling down on American industrial life, Mr. Clifford brought out, are being produced because large enterprises are more and more getting to be publicly owned.

This has caused a different responsibility of management, the officials of great corporations becoming, in effect, trustees for the investments of large and scattered bodies of people. Among the changes growing out of the new administration is the gradual disappearance of the old master and servant idea. When this owner was the manager, no other plan was workable, social theories to the contrary notwithstanding. But now the manager is more or less the representative of the owners. Co-operation and an approach to equality are to be seen.

The present great improvement in the relations between business and the public thus was inevitable. The increasing willingness of business to submit to the right kind of Government regulation is also explained.

It takes very little research to find abundant proof for the assertion that advertising has done much to create the happy effect of which Mr. Clifford speaks when he relates what advertising does. In the files of PRINTERS' INK for years past is to be found almost a continuous story of how advertising has been employed to establish full and frank friendliness between the people and business.

Advertising formerly was employed to sell the people the goods that business produced. Today, in addition, it sells belief in the business and the business itself. Under such circumstances the peace and good-will such as Mr. Clifford describes could hardly be headed off, even if corporations should be foolish enough to try it.

Vanishing Fame On Wednesday, December 16, the New York Advertising Club gave a luncheon to Commander John Rodgers, of the Navy's Hawian flight, Lieutenant Commander R. E. Byrd, air pilot on the last McMillan Arctic Ex-

pedition and Lieutenant Commander C. E. Rosendahl, a survivor of the Shenandoah.

A number of club members were seated around a table, discussing these three heroes, before the speaking started. One member remarked that these navy officers certainly had fame thrust upon them, but wondered how long it would last. At this juncture the Youngest Member volunteered that he thought Commander Rodgers at least, had become an immortal.

This statement was too much for the Hard-boiled Member. He inquired: "Can any of you fellows tell me the name of the German who brought a submarine across the Atlantic during the war, or of the Englishman who first planed across the Atlantic, or the name of the English dirigible that first crossed the Atlantic, or its captain? Do you recall the names of any of the Navy fliers who flew across the Atlantic in relays or the names of any of the American fliers who went around the globe?"

No one could remember any of these names, except the Bookish Member who timidly suggested that a fellow by the name of Smith did *one* of these things.

At this the Hard-boiled Member was seen to gloat as he concluded: "That, gentlemen, is fame. Every one of those other heroes, whose names we have so quickly forgotten, was as much in the public eye as are the officers present."

And of course he was right. Fame is as ephemeral as sunlight on a December day. Especially is this true of fame that is founded on the plaudits of the public. The public is fickle. It gives its favor only for a brief day. One day its cheers are for Walter Johnson. The next day it is applauding the victorious Pirates. Yesterday, Red Grange was the cynosure of all eyes. Thus does the spotlight of glory shift from one hero to the next.

The uncertainty of the public's favor is interestingly brought out in Anne Parrish's prize-winning novel, "The Perennial Bachelor." The book is almost a catalogue of all the fads and merchandise

Dec. 31, 1925

vogues that have strutted across the boards of popular favor during the last seventy years. The novel depicts the gradual debilitation of a once proud and rich old Delaware family. One of the devices which Miss Parrish uses to portray the passage of time is to refer casually to each succeeding vogue. Hoop skirts, fascinators, high bicycles, pyrography, "ski-doo," "A Hot Time in the Old Town" are a few of the numerous fads, in the line of merchandise, slang, songs and pastimes that have briefly held the favor of the American people.

There is always some fad on the boards. But its vogue is short-lived simply because it depends on publicity, sensationalism, newspaper headlines, and word-of-mouth recommendation for its life. The vogues and the fads of the seventies, eighties and nineties are dead because they depended on ephemeral mediums to keep them alive. It is significant, however, that many of the products that were advertised in that period and are still advertised, such as Ivory soap and Royal baking powder are still going strong. These products survived the fads of their time simply because they relied on a controllable medium for their life—advertising.

Jazz Baby Charles R. Wiers, **Letters** president of the

Direct Mail Advertising Association, has made a charge against business letters that we believe is justified and that should be heeded. His criticism is that too many writers of business letters are trying to be smart and flippant. They seem to him to be in a race to turn out what might be called in their own parlance, "snappy jazz baby stuff." As an example of the type of letter he means he cites one sent by an oil company to a manufacturer in a small town. The letter sought to sell oil by saying:

Pretty rough when your bookkeeper's wife gets a new lid and your wife is wearing the old one which she has trimmed over. She says a few things which are pleasant (?) for you to hear;

she doesn't realize that you have, perhaps, one or two of those sixty-day boys due at the bank and no money with which to pay even the interest. It took it all to make good the payroll.

It would be pretty nice for you to be able to go into the bank without having to carry a hot water bottle to keep from being frozen by the cashier, and to have the Big Noise smile and call you by your first name, wouldn't it?

Maybe it isn't altogether on account of business being poor that money is scarce; a great deal depends on buying. We can save you enough on your oil alone to buy a new hat for your wife and also pay interest on some of the notes.

"You can't get out a smart and flippant letter," says Mr. Wiers, "and at the same time turn out a good business letter; for a good business letter must be courteous and decent. That is fundamental."

Now Mr. Wiers is not a kill-joy. It would be farthest from his mind to take the so-called human-interest element out of business letters. He is a strong advocate of such letters, and to show what he considered a good and courteous business letter that was chock-full of human interest, he called attention to one sent out by a Philadelphia cigar manufacturer, Herbert D. Shivers, Inc., that read:

Last year the night before I was to start on my vacation, I discovered that my favorite fishing rod had been mislaid. I hunted all over the house from cellar to attic. Couldn't find it. Two days later my wife located it upstairs behind an old trunk.

Just carelessness on my part. I should have checked up all my things sooner. But I left a lot of them until "the last minute." And it cost me a lot of fun.

Naturally, there's one thing I didn't forget. And that was a supply of cigars. I took along El Nelsors for my "steady" smoke during the day out of doors. And El Rolinzo clear, rich Havanas for the quiet evening smokes on the porch where the boys gather to "talk it over."

I'm just wondering if you have ordered your vacation cigars. If you have, fine. If you haven't, perhaps this reminder will save you an annoying experience such as mine. For of all the times when a man enjoys the quiet companionship of a good cigar vacation time heads the list in my opinion.

Here is an order blank to make ordering easier for you.

With best wishes for a glorious vacation—

With that letter we end in a constructive way a necessary lesson as it was preached by Mr. Wiers.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Advertisers who bought 87% of the space

In a single year advertisers of household products bought \$5,119,754* advertising in thirty-five national periodicals and farm papers alone.

Of this total 87% was used by the advertisers listed on the opposite page who are covered with one or more subscriptions to the PRINTERS' INK Publications.

Consumer advertising in one form of media—newspapers or periodicals—is an excellent index of the comparative activity of that industry in other forms of advertising.

This field as well as all industries that are large buyers of advertising, can be covered most effectively through PRINTERS' INK and PRINTERS' INK MONTHLY.

Printers' Ink Publications

185 Madison Avenue, New York

*Curtis Publishing Co. compilation of advertisers of household products during 1925.

These national advertisers of household products

who bought 87% of the space are cov-
ered with one or more subscriptions
to the PRINTERS' INK Publications

- Akron Lamp Co.
- Aladdin Industries, Inc.
- Alaska Refrigerator Co.
- Aluminum Cooking Utensil Co.
- Aluminum Goods Mfg. Co.
- American Electrical Heater Co.
- American Gas Machine Co., Inc.
- American Ironing Machine Co.
- American Products Co.
- Apex Electrical Distributing Co.
- Arcade Mfg. Co.
- Armstrong Mfg. Co.
- Atlantic Stamping Co.
- Automatic Electric Washer Co.
- Bassick Co.
- Bissell Carpet Sweeper Co.
- Bohn Refrigerator Co.
- A. S. Boyle Co.
- Buffalo Specialty Co.
- Butcher Polish Co.
- Chicago Flexible Shaft Co.
- Coleman Lamp Co.
- Colonial Chemical Corporation
- Columbian Enameling & Stamping Co.
- Corn Products Refining Co.
- Corning Glass Works
- Edison Electric Appliance Co., Inc.
- Electric Vacuum Cleaner Co.
- Eureka Vacuum Cleaner Co.
- Fitzgerald Mfg. Co.
- Fostoria Glass Co.
- Fuller Brush Co.
- P. A. Geier Co.
- General Electric Co.
- Grand Rapids Refrigerator Co.
- Griswold Mfg. Co.
- Gunn Furniture Co.
- Hall China Co.
- Hamilton Beach Mfg. Co.
- Hoosier Mfg. Co.
- Hoover Co.
- Igleheart Bros.
- International Silver Co.
- S. C. Johnson & Son
- H. L. Judd Co., Inc.
- Kirsch Mfg. Co.
- Landers, Frary & Clark
- Lehn & Fink, Inc.
- Libbey Glass Mfg. Co.
- A. J. Lindemann & Hoverson Co.
- McCormick & Co.
- Majestic Co.
- Moore Push-Pin Co.
- Mutschler Bros. Co.
- North American Dye Corporation
- O'Cedar Corporation
- Polar Ware Co.
- Rat Biscuit Co.
- Republic Metal Ware Co.
- R. E. Rietz Co.
- Robbins & Myers Co.
- Rome Mfg. Co.
- Russia Cement Co.
- Rutland Fire Clay Co.
- Savage Arms Corporation
- Sealright Co., Inc.
- Seeger Refrigerator Co.
- G. I. Sellers & Sons Co.
- Simplex Electric Heating Co.
- Sterno Corporation
- Standard Textile Products Co.
- Sunbeam Chemical Co.
- Taylor Instrument Companies
- O. & W. Thum Co.
- Toledo Rex Spray Co.
- Turner & Seymour Mfg. Co.
- United Electric Co.
- A. A. Vantine & Co., Inc.
- Vollrath Co.
- Wagner Mfg. Co.
- Western Electric Co.
- Westinghouse Electric & Mfg. Co.
- M. S. Wright Co.

Printers' Ink Publications

185 Madison Avenue, New York

Advertising Club News

Buenos Aires Club Off to Good Start

A membership of 250 has been enrolled in the new advertising club which has been started at Buenos Aires. The organizing committee that created the new club included representatives of publishing houses, advertising agencies and retail stores.

The head of the organizing committee was D. FitzGibbon, one of the founders of the Advertising Club of London and, for ten years, a member of the New York Advertising Club. Mr. FitzGibbon has for some time been advertising manager of *La Nación*, Buenos Aires, a position which he recently resigned.

He is now in New York making a special investigation for *La Nación* and expects to leave shortly for Europe on a special mission for that publication.

National Commission May Have Real Estate Department

Gertrude Banks, of the J. S. Bradley Company, Toledo, Ohio, is working to bring about the formation of a Real Estate Advertising Association as a department of the National Advertising Commission of the Associated Advertising Clubs of the World. The membership is to be made up of persons engaged in real estate advertising. It is expected a conference will be called to be held in connection with the convention of the Associated Clubs in June at Philadelphia.

Vern Manahan Heads Hastings Club

Vern Manahan, of the First National Bank, was elected president of the Advertising Club of Hastings, Nebr., at the December meeting of the club. W. J. Beckenridge was elected vice-president and Sands F. Woodbridge, secretary-treasurer.

Rochester Club Holds Christmas Party

The Rochester Ad Club held its annual Christmas party on December 24. This event is one of the established traditions of the Rochester club. The members present contributed about \$500 to buy presents for children at Monroe County Tuberculosis Sanatorium.

Red Wing Club Holds Educational Day

An "educational day," sponsored by the Red Wing Advertising Club, was recently held at Red Wing, Minn. Children and adults of the surrounding country were invited to the city, treated to a luncheon and then shown the industries of the city.

System of Honorary Officers Increases Club Interest

For the purpose of increasing interest in the objects of the club and what it is accomplishing for its members, most of whom are advertising managers, the Advertising Club of Minneapolis has this year created a limited number of honorary memberships. Prominent executives of firms already represented in the club have been elected to these memberships, which are for one year only, and have not only accepted but have evidenced great interest in the meetings and the purposes of the organization.

The ensuing good-will, and the promises of co-operation from the men so honored have already more than justified the idea, according to Hart Anderson, president of the Advertising Club of Minneapolis.

* * *

New Bedford Club Holds Charter Night

Charter Night was recently held by the Advertising Club of New Bedford, Mass. About 100 attended the meeting. The club had as guests, fourteen members of the Town Criers of Rhode Island. George H. Reynolds, president of the club, presided.

Arthur H. Andrews, secretary of the board of commerce, spoke on the work of the Better Business Bureau.

* * *

Portland Club Forming Departments

The Advertising Club of Portland, Oreg., is forming fourteen departments. The work to be carried on will be guided by the themes, "How to Create More and Better Advertising," and "How to Make Advertising Get the Best Results."

* * *

Lithographers Set Convention Dates

The National Association of Employing Lithographers will hold its 1926 convention at White Sulphur Springs, W. Va., on May 4, 5 and 6. The directors will meet on May 3 and there will be a golf tournament on May 7.

* * *

Boston Club Host to Children

The members of the Advertising Club of Boston acted as waiters at the Christmas dinner and party that the club gave to 700 poor children of their city. Funds for the occasion were donated by the members.

* * *

Dallas League Elects C. C. Yost

C. C. Yost has been elected editor of "O. K'd. Copy," official bulletin of the Dallas, Tex., Advertising League.

Engineering Advertisers to Hear E. St. Elmo Lewis

E. St. Elmo Lewis, vice-president of the Campbell-Ewald Company, Detroit, will address the first meeting of the new year of the Engineering Advertisers' Association of Chicago, to be held on January 1. The program for this meeting is in charge of the associate members, representing the publishing interests of the association. L. C. Pelott, Western manager, Penton Publishing Company, is in direct charge. C. J. Starke, president of the Penton Publishing Company also is scheduled to speak at the meeting.

Dodge Appoints J. D. Biggers to Direct British Subsidiary

John D. Biggers, vice-president and general manager of The Owens Bottle Company, Toledo, Ohio, shortly will become managing director of Dodge Brothers (Britain) Limited, London. He succeeds R. N. Harger, who had been director of advertising for Dodge Brothers at Detroit, before going to England. Mr. Biggers has been with the Owens company for twelve years. Before his present position he was treasurer and assistant general manager.

C. B. Smith Buys Interest in "Better Busses"

Cedric B. Smith, for the last five years advertising manager of the Chicago Bridge & Iron Company, Chicago, and the Horton Steel Works Ltd., of Canada, is to become associated with F. C. Andresen in the ownership and publication of *Better Busses*, Pittsburgh. The change in ownership of *Better Busses* was previously reported.

Campbell-Ewald Has Keystone Watch Account

The Campbell-Ewald Company, of New York, has been appointed to direct the advertising account of the Keystone Watch Case Company, Riverside, N. J. It was erroneously reported last week that this account had been placed elsewhere.

Buy Interest in Clarksburg "Telegram"

Guy T. Viskniskki, formerly with the Republic Syndicate, New York, has purchased an interest in the Clarksburg, W. Va., *Telegram* and has become vice-president and general manager.

Range Account for George Batten

The Walker & Pratt Manufacturing Company, Boston, manufacturer of Crawford coal, gas, and electric ranges, has appointed the George Batten Company, Inc., as advertising counsel.

Chicago to Have Tabloid Daily January 2

The tabloid picture daily will make its appearance in Chicago January 2 when the first issue of *The Morning Sun* is to be published. The paper will have two editions. One of these, called *The Midnight Sun*, will be on the streets at about seven or eight o'clock every evening including Sundays. *The Morning Sun* will be published daily excepting Sunday mornings.

Clarence E. Wood, for a time assistant publisher of the *Chicago American*, is business manager. Thomas K. Hedrick, formerly promotion manager of *The Daily News*, Chicago, is managing editor and Charles Nichols, also formerly with *The Daily News*, is advertising manager.

"Southwestern Stockman-Farmer" Sold

The *Southwestern Stockman-Farmer*, Los Angeles, has been sold to the Western Publishing Company. Publication offices have been moved to Las Cruces, N. Mex.

D. F. Biggs, formerly sales promotion manager of the Western Newspaper Union, Chicago, is president and manager of the new company. Frank M. Hayner is vice-president and David Bronson, formerly publisher of the *Rio Grande Farmer*, Las Cruces, is secretary-treasurer and editor.

The company will maintain an office at Los Angeles, with K. P. Frederick, formerly publisher of the *Radio Journal*, as manager. Offices also have been opened at Phoenix, Ariz. and El Paso, Tex.

Alfred Austin Agency to Dissolve

The Alfred Austin Advertising Agency, New York, conducted by Alfred J. Silberstein and Alvin Austin Silberman, will dissolve on January 1. Mr. Silberman will become vice-president of the Biow Company, advertising agency also of New York, merging his advertising interests with that company. Mr. Silberstein will organize an advertising service under his own name, with the members of the staff of the Alfred Austin agency. Bert Goldsmith will join this new organization.

Prest-O-Lite Appoints J. H. McDuffee Sales Manager

Joseph H. McDuffee, who has been assistant to the vice-president of the Prest-O-Lite Company, Inc., New York, has been appointed general sales manager.

Lewis H. Miner, aged sixty-five years, publisher of the *Illinois State Journal*, Springfield, Ill., from 1889 to 1923, died on December 18.

The Little Schoolmaster's Classroom

THE schoolmaster asked a friend of his where he secured the high spots for his copy. This man has recently written several ten strikes in copy which have caused a great deal of comment. He seems to have hit upon a new style and a fresh viewpoint.

His reply to the Schoolmaster's query was somewhat startling. "I keep away from the president," he said. Asked to elucidate upon his remark, the copy writer said that he formerly went in to see the president of the company planning to advertise, with a notebook in his hand and open ears all ready to get some inside information on the business, and select from it the high spots which could later appear as copy. "The president, I began to find out," he said, "told me a whole lot of things which, while interesting enough to him, were of very little interest to the people who were going to read the advertising. As a general thing he wasn't thinking about how the product would help the final customer most, what it would save, how it would perform. He was all for telling me how it was made. He was primarily a manufacturer. Making the item was the thing he knew most about. He had it all decided in his mind beforehand that I ought to talk about quality, economy and service. The president's office is the wrong place to go for high spots used as copy angles. If the product in its service to the customer is the thing one wants to find out about.

As an illustration of his remarks, he recalled that the entire campaign for a boring mill was built around a chance remark made by the operator of a machine to a copy writer who had been following the president through the factory. The president was showing him around the plant, talking generalities and making obvious arguments about quality. By chance the president and the copy writer stopped beside a huge

machine where an operator was working. After a few minutes' conversation the operator said, "Talk about being easy to run. Why, I could stand in a two-foot circle and reach every lever on this machine." It was a direct and simple remark and furnished the keynote for the whole business-paper campaign. Similar remarks made by other operators gave the copy writer the angles he wanted.

It will always be a mystery to the uninitiated as to where and how the high lights for a coming campaign are dug out. Perhaps the Schoolmaster's friend has a real suggestion when he tells the copy writer to keep away from the president and go elsewhere for his ideas; that is, if he is able to sell the president on those ideas later.

* * *

There comes a time in every new salesman's selling experience when he gets a knock-down. He may be going along fine, when something turns up which discourages him tremendously. It may be the loss of a good sale at the last moment. It may be a turn-down by the credit department of his company on an account which he has worked weeks to land. Any one of a number of things may come along at one time or another to discourage the new man.

The way a man meets these inevitable discouragements is a true measure of his final success. One sales manager, known to the Schoolmaster, is so sure of this inevitable test that he keeps a card in his desk. When the new salesman comes in with his discouragements, this printed card is all ready to be shown him. The sales manager sits down and goes over the following facts with him:

When Abraham Lincoln was a young man he ran for the legislature of Illinois and was badly beaten. He then entered business, failed, and spent seventeen years of his life paying up the debts of a worthless partner. He fell in

A \$250,000 Expression of Good Will Toward Industry

IN describing the many things Georgia offers manufacturers of various lines we have repeated the statement that in this section is found a perfectly friendly relationship between employer and labor. We have stressed the fact that in Georgia labor has a high respect for property rights and that the tradition of generations compel a fair day's labor for a fair day's pay.

We have told you a good deal about the friendly public attitude toward industry. The people here want your factory; they want your employees. A tangible expression of their welcome is shown in the fact that Atlanta in three days' time oversubscribed a fund of \$250,000 with which to advertise the industrial advantages of Atlanta and the Atlanta trade territory.

In Atlanta and in Georgia there is more than a friendly public sentiment, more than a plentiful supply of contented labor. There is raw material of many kinds, a climate without extremes of heat or cold and ample transportation facilities. There is hydro-electric power in quantities sufficient to make 958,000 horsepower available fifty per cent. of the time and 572,000 horsepower available ninety per cent. of the time. We, ourselves, have storage facilities large enough to enable us to furnish an uninterrupted supply of hydro-electric power for ninety days without a drop of rain.

Georgia Railway and Power Co.

ATLANTA

Very Exceptional—

Writer and Artist

—combined!

He does the unusual thing . . . works as freely and vividly with a soft pencil making convincing sketches as with a harder one writing vigorous "national" copy with a mail-order hook in it.

Prolific. Direct. Copy characterized by sales strategy . . . real merchandising ideas—

BESIDES

This experience: One-time president of an agency billing \$1,500,000. Near the top in 3 foremost agencies. Intimately acquainted with modern methods of research and . . . incredible as it sounds . . . tactful, constructive contact executive as well—

AVAILABLE

Has made \$50,000 yearly, but will take quarter this IF . . . in building new volumes or handling, through copy and contact, some especially difficult situation . . . he is in a position to make swift advances. Write or telegraph. Address "C," Box 198, care of Printers' Ink.

Bound Volumes for PRINTERS' INK Publications

WE bind PRINTERS' INK and PRINTERS' INK MONTHLY in black buckram, stamped in gold. The WEEKLY is bound in four volumes and costs \$2.00 a volume, postpaid, or \$8.00 for the year's set. The MONTHLY is bound in two volumes and costs \$3.00 a volume, postpaid, or \$6.00 for the year.

love with a beautiful girl to whom he became engaged. She died. Later, he married a woman who was a constant burden to him. Again entering politics, he ran for Congress and was badly beaten. He then tried to get an appointment to the United States Land Office but failed in that. He became a candidate for the United States Senate and was badly defeated. In 1856, he became a candidate for the vice-presidency and was again defeated. In 1858, he was beaten by Douglas. His life up to the time he became President was one failure after another; a series of great setbacks.

The sales manager goes over these facts carefully with the salesman who is discouraged. He asks him frankly what he is going to do about his first bad knock-down. Is he going to give up, sulk, become upset, or is he going to grit his teeth and work harder than ever? He says that he has found this handy card a great benefit in bringing home to each man on his sales staff the fact that every man who does anything is bound to get an occasional knock-down.

* * *

The Schoolmaster recently visited an exposition which was refreshingly different from any he had ever attended before. This was the Made in U. S. A. Lace Exposition and Fashion Show, held at New York. Here were exhibits of beautiful laces made by many manufacturers but not in separate booths and without trademarks or company names. It was more like one large exhibit. Some of the laces had small notices attached to them, giving the name of the lace, such as Chantilly or Spanish, but not the manufacturer.

It was purely an exposition of lace and not just another opportunity for the manufacturers to advertise their own products. The program was the only place where any manufacturers' names appeared and even there only in display advertising space.

Clement J. Driscoll, chairman of the American Lace Manufacturers' Association, Inc., under whose aus-

To the Presidents and other Executives reading PRINTERS' INK

¶ For those of you who are confronted with the task of looking further than your own organizations for the *one* man to fit into some highly responsible and creative position, there is a most satisfactory solution which may not have suggested itself.

¶ A full-page advertisement in PRINTERS' INK, stating clearly the essential qualifications required in the man you seek, with an outline of the possibilities in the position for the right one, will bring a class of responses that will be a revelation. We write this advisedly, from the experiences of manufacturers who have used the plan with marked success.

¶ PRINTERS' INK is read closely by many successful business men already holding important positions, and to these, as to the rank and file, a real opportunity for growth in a wider field, with greater earning power, is always attractive.

¶ Instead of depending upon the range of your own personal acquaintance, why not put a frank advertisement over your own name in PRINTERS' INK? It is quite likely to result in your hearing from men whom you would not otherwise think of approaching.

**PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - New York City**

Dec. 31, 1925

EVENING HERALD

LARGEST DAILY CIRCULATION IN THE ENTIRE WEST!

A circulation concentration of 96% in Los Angeles and immediate suburbs!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Mooney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

Space Buyer Wanted

Buffalo, N. Y., Advertising Agency has opening for experienced Space Buyer. Please state whether employed at present, experience and salary expected. This position is permanent and offers an unusual opportunity.

Address "B," Box 197, Printers' Ink

If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "E," Box 23, care of Printers' Ink.

SALES EXECUTIVE

Created sales organization for largest package flour mfr. in U. S. Ten years in home office, complete charge all salesmen and brokers in U. S. and Canada. Mfr. wanting introduce or promote sales on Pacific Coast or elsewhere, address "W," Box 195, Printers' Ink.

Binders for Printers' Ink

\$1.00 Each. Postpaid

PRINTERS' INK binders will hold an average of nine copies each. Figure six binders for a year's copies. Each issue, as received, can be securely fastened in the binder, in a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY
185 Madison Avenue, New York

pices the exposition was held, informed the Schoolmaster that not even buyers attending the show were told who the different exhibitors were. He said that one buyer, an old friend and customer, had begged him to tell what company had made a particular piece of lace worn by one of the models in the fashion show. But Mr. Driscoll refused, telling the buyer only that it was made by a member of the association. And it so happened that that piece of lace was made by the Liberty Lace and Netting Works—Mr. Driscoll's company.

The exposition was well attended and the association accomplished what it set out to do, namely, show the visitors what fine lace is being made right here in America. And all of the exhibitors will share in the rewards alike—not just those with the cleverest or best display or booth, as is so often the case.

Santa Claus must find his task growing more difficult each year. The Schoolmaster is inclined to this belief because of the increasing number of items with which enterprising advertisers fill his bag. Many are the ingenious ways evolved by manufacturers to make their goods eligible.

One plan, because of its economy, impresses the Schoolmaster. It is used by the Louisville Bedding Company, Louisville, Ky., in tagging its Isle o' Dreams mattresses with the gift suggestion. The mattress is delivered, as usual, packed in its dust-proof wrapper. In advance of the holiday season, however, seals are sent to the company's dealers. These seals may be pasted to the package at the time of sale.

The seal is printed in the sea-

The Dominant Paper in the Lumber Field is the

American Lumberman

Est. 1873 CHICAGO, ILL. A.B.C.

sonal colors, green and red, carries Christmas wishes and two blank lines in which may be written the name of the giver and that of the receiver.

* * *

Bill Summers, the Main Street hardware merchant, said to the Schoolmaster the other day: "In my twenty-five years of business I don't think I have ever seen a customer walk in and insist upon the minor features of some of the articles I carry. Yet they are continually emphasized in the advertising. When I buy underwear at the department store across the street I seldom go in to buy improved seams, patented straps or some other of the trick stuff they tell me about. I sometimes wonder whether sales managers don't exaggerate the importance of their own talking points both to their own salesmen and to the man who writes the advertising copy."

This philosophy of Bill's led to some conversation which the Schoolmaster believes should be of interest to manufacturers in other lines. Bill concluded that he knew more about how to write booklets, newspaper copy and letters to his customers than any manufacturer at a distance could possibly learn. He finds that a great part of the advertising sent him from manufacturers' offices is out of keeping with his own ideas of what his customers want to know about his products. Once in a while, he tells me, one or more of them ring the bell. He believes the usual manufacturer thinks he has to put over the technical talking point of his product and yet he does not want to be commonplace. Therefore, some of the advertising he furnishes the dealer is a weird combination of poetic and literary copy with a dreary list of so-called selling points. Bill tells me that he is not at all afraid to be commonplace and homely in his advertis-

DIRECT MAIL SPECIALIST

Available Soon

A market analyst, planner, writer and executor of direct mail and class advertising. Capable of visualizing and carrying out complete campaigns. Simple, forceful style. Successful record financial and merchandise. A man who has been a salesman and a manager of salesmen; who not only appreciates the sales angle but *lives with it*.

Married; age 30. Good contact personality. Seeking broader field with reputable agency or corporation. Available January 11th—possibly sooner. Interview at your convenience.

Address "A," Box 196, care of Printers' Ink.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.

630 W. Jackson Blvd., Chicago

Howell Cuts 
for houseorgans
direct mail and
other advertising
ask for proofs
Charles E. Howell • Fisk Building • New York

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTRÉAL

WINNIPEG

YOU CAN HAVE THIS MAN JANUARY FIRST

Advertising man with fifteen years experience in all phases of the craft, will be free to accept position the first of the year. **NEWSPAPER EXPERIENCE**—advertising manager of several large dailies. **AGENCY EXPERIENCE**—Actually owned and operated service agency for several years. **MANUFACTURING EXPERIENCE**—For past three years director of advertising and merchandising of one of country's largest makers of products sold through jobbing channels.

This live wire, is thirty-three years of age, married and has two children. He is willing to go anywhere in the United States where there is an unusual opportunity for advancement and congenial working conditions.

Can give as references names of personal friends who are exceptionally well known in newspaper, agency or manufacturing circles.

Who wants this unusual advertising man? You can get in personal touch with him for interview by addressing this agency.

MILLER, RENDALL, TOWELL, INC.
Advertising
519-521 Beaver Bldg. Madison, Wis.

ing. He thinks he knows how to play up the big and important features of the product as they affect his own customers, instead of the little ones which are full of petty details. Too much glorification of minor details and not enough study of what the consumer wants to know is the trouble, Bill thinks, with most of the copy he gets and doesn't use.

It has always been a real problem to get the local dealer enthused over the manufacturers' local advertising. Many manufacturers recently have taken Bill's angle into consideration and are sending suggestions which have more to do with display and type arrangement than with just what shall be said about the product.

The Schoolmaster believes that if there are many retailers of Bill's type, and he thinks there are, there is a real opportunity for many manufacturers to get some helpful information if they will drop Bill and his kind a letter discussing the local advertising situation with him.

Belding Brothers and Hemingway Silk to Merge

Belding Brothers & Company, New York silk manufacturers, and the Hemingway Silk Company, New York, are to consolidate. A new company will be formed, known as the Belding-Hemingway Company. H. Morton Merriman, president of the Hemingway Silk Company, will become vice-president of the new organization.

B. W. Fleisher Dead

Benjamin W. Fleisher, for many years a member of the firm of S. D. & B. W. Fleisher, Philadelphia, manufacturers of worsted yarns, died on December 22. He was eighty years old.

J. Elmer Gougeon has been appointed vice-president of the *Railway Review*, Chicago.

Background plus Technique

Is there a New York publishing house that needs the services of a woman who, for 3½ years, has been the assistant editor of a publication of taste?

SHE has not only the necessary background of discrimination but a technical knowledge which includes copy writing, layout and make-up work, as well as stenography.

Address "V," Box 194, P. I.

Multigraph Ribbons Re-linked

Send 2 Ribbons to be Re-linked at our expense.

Our  process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-linking you can buy.

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

Commercial Artist. Large art room in small agency, congenial surroundings, will allow use in exchange for small art jobs or moderate rental. Good opportunity for right party. Box 662, P. I.

Artist Wants Space

with agency, studio or direct mail concern. Wide experience, high ability. Space for services. Box 659, P. I.

HELP WANTED

WANTED

High-Powered Salesman to secure a \$300,000 contract, this could be done in your spare time, applications will be held in confidence. Box 658, Printers' Ink.

ADVERTISING MANAGER for leading clothing store

Excellent opportunity for live ambitious young man experienced in retail clothing copy, newspaper and direct-mail. High grade store in Eastern city of 100,000. Box 665, Printers' Ink.

ASSISTANTS TO SALES MANAGER

Three young, live men—or women—with dealer and consumer selling experience plus sales correspondence and analytical training, to analyze, assist salesmen and consumer canvassers. Starting salary moderate. Opportunity unlimited. Send samples, photo. Tell everything. Growing Christian concern. Location Newark. Salesmanager Box 663, Printers' Ink.

SALESMAN

To represent a printing plant located in Metropolitan District specializing on high grade color and halftone work. Organization includes a department of experts for visualizing and laying out sales promotion campaigns to dealers and consumers. Commission basis. Give full particulars as to former connections, age, etc. Box 655, Printers' Ink.

COME TO FLORIDA

Advertising Men, Sales Executives and Salesmen are needed in the land of opportunity. Responsible men are invited to write this Bureau for details. We do not conduct an employment office—nor have we literature to sell. Address Sales and Advertising Service Bureau, Suite 219, No. 10 West Monroe Street, Jacksonville. "The New York of Florida."

DIRECT - MAIL MAN

A Direct-Advertising producing house in Metropolitan Middle-West city wants an EXPERIENCED Contact and Plan man to take charge of Service Department. Must have personality; must be creative; must KNOW Direct-Mail and must be willing to prove it. Send samples of work. An unlimited opportunity. Box 656, Printers' Ink.

Salesmen to sell inspirational material for salesmen to Sales Executives. All territories open. Opportunity to build up monthly income on accounts. Full or part time. Address 1210 Claus Spreckels Bldg., San Francisco, Calif.

ARTIST WANTED

Man with creative ability, capable of producing good work in pen-and-ink figures, still life and lettering. Send original pieces as samples, write fully, naming salary and time when you could take position. Harvey Advertising Agency, Inc., Atlanta, Ga.

ADVERTISING SALESMEN—An organization that renders a nation-wide and local direct-mail service, has an opportunity for men who have proven their sales ability to earn \$500 or more monthly on commission basis. Splendid opportunity for men experienced in direct-mail cut, calendar, motion-picture, blotter, de luxe books or correspondence courses. We have the ammunition. The Service System, 442 Elizabeth Ave., Newark, N. J.

MISCELLANEOUS

A Compendium of Compound Words tells in a moment's reference whether a word should be written as two words, with a hyphen, or as one word. 104 pp. \$1.50. P. O. Landon, 3816 Third St., Des Moines, Iowa.

POSITIONS WANTED

Young University Graduate, 21, six months' copy experience with agency, seeks connection with agency or advertiser in any capacity; presents convincing credentials. Box 660, P. I.

EDITOR

of high-class weekly for four years, at liberty; \$75. Reads French, some Spanish. Address Box 664, P. I.

DIRECT-MAIL EXECUTIVE

Thoroughly competent to handle a direct-mail department in the mailing, addressing and multigraph equipments, desires connection, available Jan. 15. John J. Gasko, 2334-27th St., Astoria, L. I.

Man experienced in general sales, advertising sales promotion who has decided on sales promotion as a vocation after having successfully been general manager of several large companies, because he finds himself happier in building sales than in general management. Forty-one, married, with a thoroughly good record. Box 661, P. I.

Agency Salesman. Clean, excellent sales record. Best character references. Experienced merchandising and contact man. 2 years in present position. 28 years old. Gentle. \$300 monthly for six months to demonstrate ability; thereafter "fired" or \$5,200 yearly. Unrecognized agencies or those with "deals" or expecting I will take present accounts with me, save postage. Present employers know of this ad. Box 657, Printers' Ink.

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¶ May you enjoy good health—*and plenty of it*—

¶ May you enjoy prosperity
—*and plenty of it*—

¶ May you enjoy the job you have to do, and find in it full opportunity to bring you health, wealth and the happiness we trust will be yours in 1926.

FOX & MACKENZIE
Advertising



1214 Locust St., Philadelphia

Burley's Increase Sales 250% with Chicago Tribune Advertising

FOR eighty-seven years Burley & Company of 7 North Wabash Avenue have been selling Chicagoans china and glassware. And every year's sales records showed November to be one of the slow months of the twelve. This year the Burley Company decided to find a remedy. Never before had they used more than a quarter page advertisement during the month of November. But this year a campaign of large-sized advertisements in The Chicago Tribune was decided upon to stimulate sales.

Accordingly, Burley & Company used three full-page advertisements and one half-page advertisement during November, 1925. As a result, the sales for the month were 250 per cent larger than the November sales of the previous year, and were only 5 per cent less than the total of December, 1924, the best month of the year. During the twenty-four business days of the month, 670 new accounts were received as compared to the average addition of only 90 accounts per month in the past.

"This great increase in sales made our November business more than twice as large as any previous November during the last 25 years," says M. P. Miller, manager. "It is the more remarkable because we put on sale during this period about \$200,000 worth of slow-moving merchandise which had

been in our stock for some time, and two-thirds of our total sales of the month were from this class of goods. The fact that we offered that type of merchandise during the month just following the October weddings and just preceding the Christmas season makes the results of our Tribune advertising even more gratifying. I believe that our November campaign conclusively proved that large advertisements can be successfully used by specialty stores. After our advertising began we were warned by a number of people that a campaign of full pages would not pay out for us.

"Our results have been so good, however, that we have scheduled a full page every Monday and a half page each Thursday in The Tribune during December."

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Circulation Over 680,000 Daily and Over 1,000,000 Sunday

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